

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.09

LIBRARY
RECEIVED
★ SEP 13 1934 ★

Flowerland Bulbs

Paul J. Howard's
Horticultural Establishment
250 S. La Brea Ave.
Los Angeles
California



Fall
1934

HAVING just returned from a visit to the bulb fields of Holland, I feel impelled to spread my own enthusiasm about the lovely new things which are now available to our customers.

Having arrived in Holland at the time when the Hyacinths and Early Tulips were just in their flush bloom, and having given an intensive study to the comparison of the meritorious old varieties and the distinctly fine novelties in Hyacinths, Tulips, and Daffodils, you are being afforded the opportunity of selecting from a list of bulbs which has had the most rigid criticism. I cannot be too urgent in recommending to all Californians to plant more bulbs. Holland, this past season, was a great patch-quilt of the most exquisite color. There is nothing which lends more brilliance to the garden during the Spring and Summer months than a liberal planting of the various bulbs — they are so easily cared for. Some of the distinctly new things which we are offering this season and which I especially selected in Holland for this season's distribution were such bewilderingly lovely things as the new Hyacinth, **Duke of Westminster**, which is a fascinating new shade in a true violet color; but no less entrancing than the distinct new salmon colored Hyacinth, **Orange Boven**.

As a result of this interesting trip, we are also able to offer, for the first time, the distinct new race of **Triumph Tulips**. We have also added some splendid novelties to our Darwin, Breeder and Mayflowering Tulips. Then among the early flowering bulbs I cannot recommend too strongly the delightful **Muscari**, of which this year we offer an unusual collection.

There is more real beauty in your garden than anywhere else on earth. Add some of these new treasures to your garden this season. It will give you no end of pleasure and you will have a lot of fun seeing what some of the hybridists of the Old World have done for the plant lovers of the New World.

We are constantly searching for new and better things all over the world, and spare no expense in checking the old varieties of merit and introducing the fine novelties which the world offers. There is not a firm in the United States that is more up to date than ours in offering only the fine, time-tested varieties, and the promising novelties, not only in bulbs, but in seeds and plants as well. We make every effort to furnish only the finest quality in the various grades which we offer, and are ever diligent in keeping our prices at fair levels so that we may continue to render good service and make a modest profit.

PAUL J. HOWARD



DUTCH BULBS

For the finest of Dutch bulbs, Tulips, Hyacinths, Crocus, Scilla, and others we procure through our connection with the oldest and most reliable growers in Holland, direct shipments of the cream of that country's products. In this way we eliminate extra handling, and the possibility of mistakes in labeling, so that we can offer splendid, highest quality bulbs at a great saving in expense.

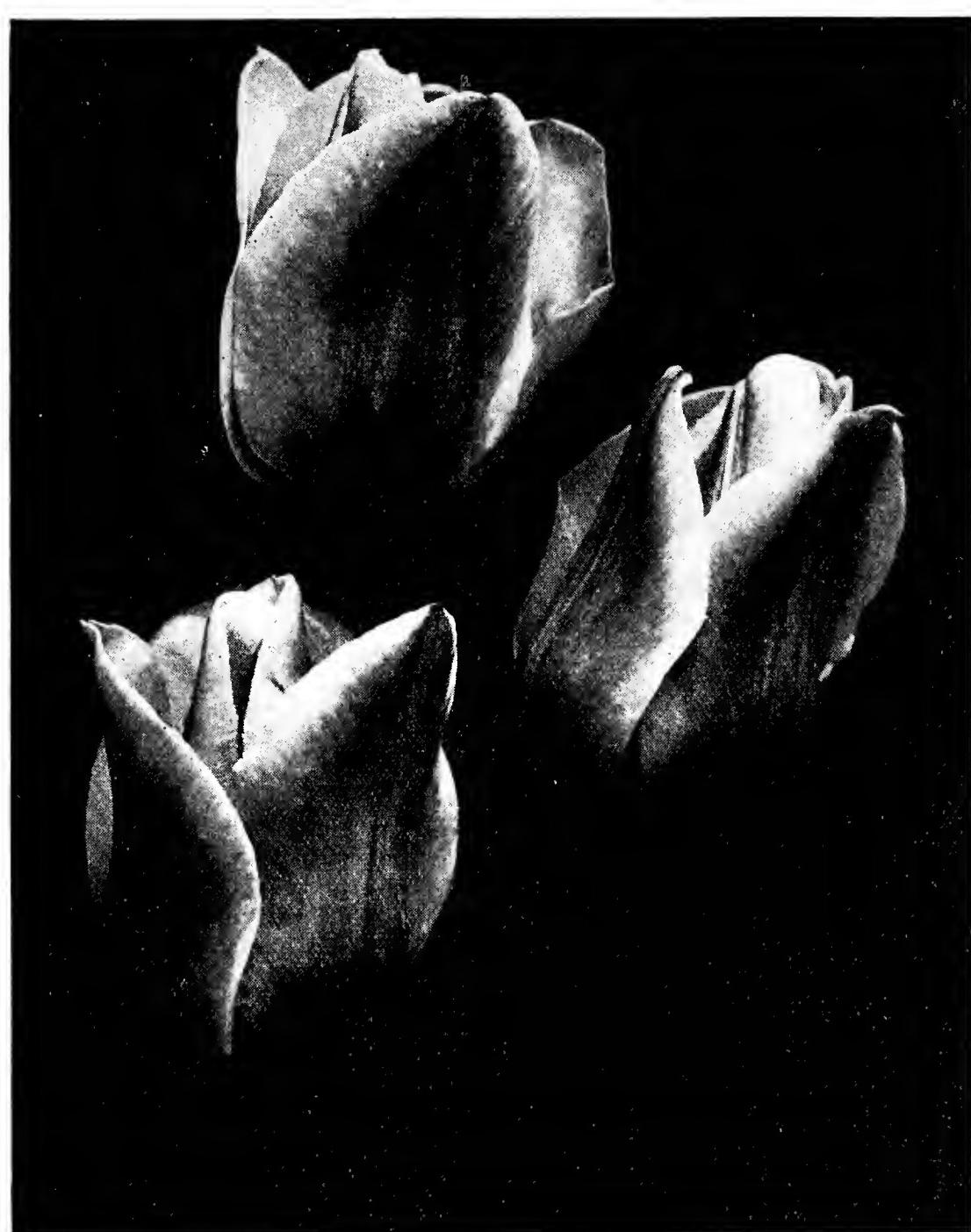
Dutch bulbs usually arrive in late September and should be planted as soon as possible after their arrival. October, November and December are the best months for planting. We think there will be large plantings of bulbs this season as our prices are very low, and there is no other class of plants which will produce such a glorious array of bloom with so little trouble in planting and care. So be sure to order your bulbs early so as to obtain a complete selection.

TULIPS

Heavy, specially selected mother-bulbs. Only a small percentage of Holland's tulips are of this large size which we import.

Tulips, always a favorite flower, have not had the widespread use in Southern California which they deserve. Their tall stately stems, and lovely colorful blossoms provide an effect that is unequalled by any other flower. There are numerous ways to use Tulips for best effect. They may be made into beautiful beds, with a ground cover of some harmonizing or contrasting flower. Planted with a background of shrubbery, or perennial plants they make a delightful display. They should be planted in irregular drifts or groups in perennial borders, and harmonizing or pleasingly contrasting colors should be chosen. There are endless tasteful combinations which can be worked out by artistic planning of the garden.

Success in tulip growing is very easily obtained but depends entirely upon a few simple essentials—first procure only the very highest quality, heaviest mother bulbs. We furnish such selected stock exclusively. Smaller, or lighter bulbs, which may or may not be procured a little cheaper cannot produce the best flowers. Then prepare the beds carefully for planting by spading deeply and thoroughly loosening up the soil. The bulbs should be planted **deep** in this prepared bed-cover them from six to eight inches. The soil should be moist and workable when planted. A cover planting of Pansies, Baby-blue-eyes, Schizanthus, Alyssum, Virginia Stock, Primula malacoides, or other low growing annual is beneficial and makes a beautiful effect.



Mayflowering Tulip "Rosabella"

TWO NEW CLASSES OF TULIPS MENDEL TULIPS

Crosses between the Early Tulip and Darwins with the fine form and colors of the latter, flowering two weeks earlier, and offering distinct new shades.

April Queen. Lovely satin-rose.

Belinde. Deep carmine rose with large white base. Extra fine large flower.

Price of any of the Mendel Tulips, 3 for 40c; \$1.25 per dozen; \$8.50 per 100

TRIUMPH TULIPS

The sight of the marvelous blooms of this new race of tulips leaves an indelible impression of something new and distinct and creates a desire to have them in one's own garden. The colors are simply gorgeous, different from any other class; the blossoms are enormous and they flower earlier than the Darwins, yet have strong stems unlike the Early Tulips, which are disappointing in California.

Alphart. Light violet with golden center.

Capella. Fine large deep red.

Denbola. Rich cerise red with a broad creamy white edge. Large flower of great substance.

Essen. Deep red-violet with white edge and white base.

Flora. Salmon-rose shaded apricot-orange. Inside coppery red. Extremely showy.

Gold Lac. Dark orange-bronze, lighter inside.

Hydra. Glossy scarlet with indigo blue center.

Sagittarius. Very large, creamy white.

Ursa Minor. Deep golden yellow—very spectacular flower.

Price of the above wonderful Triumph Tulips, 3 for 65c; \$2.00 per dozen.

SENSATIONAL DOUBLE TRIUMPH TULIPS

Coxa. Fiery red with brilliant gold edges. A most striking flower.

Mountacoma. Very full glistening white. A peony-type flower of great beauty.

3 for \$1.00; \$3.50 per dozen

COLLECTION: One each of the splendid Triumph Tulips, including the two double varieties (11 bulbs) for \$2.00

TULIPS

Chosen from the cream of Holland's crop for the finest flowers for Southern California.

DARWIN TULIPS

Beautiful large cup-shaped flowers on long stems.

An Unexcelled Collection of Newer Varieties of Darwin Tulips

Afterglow. Deep rosy orange with salmon tinted edges, inside deep orange. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

City of Haarlem. A sensational tulip of immense size and great substance. Intense vermillion-scarlet with blue base and white halo. The best of the red Darwins, now priced so that it may be planted in quantity. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Anton Mauve. An enormous flower of gorgeous effect, deep mauve-violet with silvery lilac edges. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Giant. Rich, deep purple-violet, enhanced by the blue and white center. A marvelous flower. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Kathleen Parlow. A large flower, tall and stately and of charming coloring; lovely shell pink, silvery edged, inside lighter with a pure white base. 3 for 40c, \$1.50 per dozen, \$10.00 per 100.

Helen Eakin. A wonderful new pure white tulip, with petals of fine substance, and exceptionally strong stems. Rare and choice. 2 for 55c, \$2.75 per dozen.

La Fiancee. Soft rosy mauve, edged light pink, blue base. Large and tall. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Melicette. A beautiful shade of deep lavender, with a deep blue base. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Scarlet Beauty. Fiery scarlet with a blue center bordered white. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

The Bishop. A magnificent flower of huge size, with thick waxy petals, rich bright blue-violet in color. This strong, sturdy tulip is one of the most gorgeous of all. 3 for 40c, \$1.50 per dozen, \$10.00 per 100.

Venus. Pure satiny rose, large flowers, tall stems, the best of its color. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Yellow Giant. Bright yellow; a large broad flower on tall stems. A true Darwin tulip, of sensational beauty. 3 for 55c, \$2.00 per dozen, \$15.00 per 100.

Zwanenburg. A magnificent tulip of huge size, with thick waxy petals of pure snow white. A vase or bowl of these flowers makes a decoration of sensational beauty, from the bud stage until they are full open, when the flowers often measure eight inches across. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Six Fine Popular Darwin Tulips

Price 90c per dozen, \$6.50 per 100

Clara Butt. Salmon-pink. A very popular variety and still one of the best.

Farncombe Sanders. Beautiful rosy scarlet with white base.

La Tulipe Noire. Rich velvety blackish maroon. The darkest of all tulips.

Pride of Haarlem. Brilliant rosy red. An excellent tulip of fine color and stately habit.

Rev. Ewbank. Heliotrope edge lavender.

William Pitt. Deep glowing scarlet with a tint of purple on the outer petals.

BREEDER TULIPS

Breeder tulips are similar to the Darwins, but contain rich tones of bronze which are lacking in that class. They are the aristocrats of the tulip family and in recent years are the most sought after of all tulips. They bloom at about the same time as the Darwin and Mayflowering types.

Apricot. Bronzy apricot, yellow and orange.

Bacchus. Deep plum color, with darker bloom on outer petals; large, very fine flower.

Bronze Queen. Buff, tinted apricot, with a touch of rose.

Louis XIV. Since its recent introduction this has become one of the most popular of tulips. It is a giant in size and royal in color. Rich purple with a golden bronze margin, inside bronzy purple with a yellow star at the base.

Price of the above four fine varieties: 3 for 30c, \$1.00 per dozen, \$7.50 per 100

Four Grand Novelties in Breeder Tulips

Cherbourg. A very large flower of beautiful golden bronze on yellow ground, outside delicately flushed lilac, stems very tall—one of the most imposing tulips. 2 for 45c, \$2.50 per dozen.

Indian Chief. Coppery red flushed purple, a large flower of exquisite form on tall stems. 3 for 55c, \$2.00 per dozen, \$15.00 per 100.

Lucifer. A bold, gorgeous fiery orange tulip of large size and fine substance. 3 for 40c, \$1.50 per dozen, \$9.00 per 100.

Mrs. Beecher Stowe. Beautiful violet-blue, with white center. 3 for 45c, \$1.50 per dozen, \$10.00 per 100.

MAYFLOWERING TULIPS

The Mayflowering Tulips are a beautiful class, very desirable for cutting because of their long stems and graceful habit. They are especially adaptable for flower borders where they should be freely planted in large clumps and masses. When planting in clumps set the bulbs about three inches apart.

The Mayflowering tulips flower approximately at the same time as the Darwins and Breeders, and are distinguished by their long, wiry stems and long, pointed petals.

Four Gorgeous New Mayflowering Tulips

Alaska. Golden yellow, long and pointed bud and flower, with reflexed petals. Very striking. 3 for 40c, \$1.25 per dozen, \$8.50 per 100.

Carrera. Purest white, cup shaped bloom. The petals appear carved from the purest Carrera marble, truly a noble flower. 3 for 45c, \$1.50 per dozen, \$10.00 per 100.

Dido. The elegant, long, tapered flowers with pointed petals are bright salmon-orange inside, with yellow base. The outside is orange-red shaded carmine, with orange edgings. 3 for 40c, \$1.25 per dozen, \$8.50 per 100.

Orient. This is one of the largest flowered and tallest of all tulips and displays an exquisite color combination—carmine violet with inside and margin of petals orange red. 3 for 45c, \$1.50 per dozen, \$9.00 per 100.

(Mayflowering Tulips Continued on Next Page)

SPECIAL MIXTURE OF DARWIN TULIPS

A specially blended mixture of fine varieties, which, if planted in quantity, will make a glorious display of bloom for a long period—a carpet of many colors, changing day by day as the flowers develop.

75c per dozen; \$5.25 per 100

MAYFLOWERING TULIPS—Cont.

Gesneriana spathulata major. Rich crimson scarlet, with a blue black center. Extra long pointed petals, beautifully formed.

Grenadier. One of the most dazzling tulips in existence. An enormous flower of flaming orange-scarlet with a yellow center. A group planting of this will make a most brilliant spot in the garden.

Inglescomb Yellow. Perfectly formed, bright yellow flowers. Sometimes called a yellow Darwin.

Marvel. Old gold inside, outside of petals salmon rose with yellow edges. Fragrant.

Moonlight. Lovely pale yellow. Flowers of very long, oval shape. Delicately beautiful.

Mrs. Moon. Without doubt one of the best yellow tulips. Beautiful vase shaped flowers with reflexed petals of rich deep yellow.

Picotee. White, margined with rose.

Rosabella. Beautiful rose-pink with broad white edges; inside shell pink with creamy white center. A large flower of exquisite coloring.

Sirene. A lily-flowered tulip, beautiful satin rose, reflexed petals.

Price of any of the above nine beautiful Mayflowering Tulips.
3 for 30c, \$1.00 per dozen, \$7.00 per 100

PARROT TULIPS

Quaintly shaped flowers with fringed and corrugated petals, very effective for house decoration.

Mixed. Many colors in endless combinations. \$1.00 per dozen, \$7.50 per 100.

Fantasy. Beautiful salmon rose, with contrasting streaks of pale green. Petals fantastically carved, stems strong and erect. A marvel of beauty. 3 for 55c, \$2.00 per dozen, \$15.00 per 100.

REMBRANDT TULIPS

These are a variety of Darwin Tulips with the same sturdy habit of growth. The petals are curiously marked with stripes and flames of contrasting colors.

\$1.00 per dozen, \$7.50 per 100



Tulipa Clusiana

BOTANICAL TULIPS

(Wild Species)

These wild varieties of tulips are extremely beautiful and will greatly enhance the charm of the rock garden, which is often lacking in colorful flowers. Plant them in masses, clumps, in deep-soiled pockets in the shaded or partly shaded parts of the rockery.

Tulipa clusiana. The "Lady Tulip" or "Candy-stick Tulip". A charming vivid, upstanding beauty; small pointed flower of artistic form. White, striped with Cherry-rose outside. Plant this tulip in masses or clumps or use as an edging. 3 for 30c, \$1.00 per dozen, \$7.50 per 100.

Tulipa eichleri. A grand tulip from Turkestan. Immense crimson-scarlet flowers with glistening black center marked with gold. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Tulipa florentina. Deliciously fragrant butter-yellow blossoms, often two to a stem, with bronze exteriors, carried on a slender arching stem. Beautiful interplanted with Muscari. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Tulipa praestans. Brilliant orange-red, sometimes four and five flowers to a stem. 12 inches. The average heights are given above to assist in placing them properly in the rock-garden. 3 for 50c, \$1.75 per dozen, \$12.50 per 100.

Tulipa kaufmanniana. A tulip of rare beauty. A large creamy flower, brilliantly marked with carmine, yellow center. The flower opens flat and is usually carried on a stem less than one foot in length. Plant under trees or shrubbery, or in the rock garden in the shade. 3 for 35c, \$1.25 per dozen, \$8.50 per 100.

Tulipa marjoletti. Soft primrose, shaded scarlet at the base. A small flower of very attractive color. 3 for 40c, \$1.50 per dozen, \$10.00 per 100.

CROCUS

Crocuses should be planted close together in groups in the rock garden, or perennial border, or at the edge of the lawn where their short-stemmed cup shaped blooms are effective.

Baron von Brunow. Deep purple.

King of the Whites. Pure white.

Sir Walter Scott. White, striped lavender.

Yellow Mammoth. Extra large, yellow.

60c per dozen, \$4.25 per 100

SNOWDROPS

Ours is the newer, improved variety, Galanthus Elwesi with much larger dazzling white bells, and the earliest to bloom. The graceful flowers make most attractive groups under shrubbery or in rockeries.

Galanthus Elwesi. Largest size bulbs—60c per dozen, \$4.00 per 100.

Galanthus Double. Largest bulbs—75c per dozen, \$5.00 per 100.

MUSCARI

(Grape Hyacinth)

Very pretty little plants, with spikes of bloom resembling little bunches of grapes. Fine for planting under trees and shrubbery, in borders, and in rockeries, where they may be left undisturbed. They combine beautifully in beds with other spring flowers such as Daffodils and Hyacinths, or with Snowdrops, Freesias, etc.

A rare collection of these little jewels.

Armeniacum. Bright cobalt blue. 65c per dozen, \$4.00 per 100.

Elegans. Bright blue margined with white. 65c per dozen, \$4.50 per 100.

Heavenly Blue. The most popular for massing fine trusses of clear blue. 50c per dozen, \$3.50 per 100.

White. Glistening white. 65c per dozen, \$4.00 per 100.

Collection

12 each of the four varieties, 48 bulbs
\$2.00

HYACINTHS

Whether forced in the house or planted in the garden the Hyacinth is one of the easiest flowers to grow. With but simple treatment they will produce gorgeous spikes of the most fragrant flowers. The larger the bulbs, the heavier will be the flower-spike. For this reason we import top-size or exhibition size bulbs, which are larger than first size. We offer these premium bulbs at no higher price than first size bulbs are generally sold.

For bedding we also import a smaller size of bulbs which are splendid for planting in groups or in borders, although the flower spikes will not be so big.

Two Marvelous New Hyacinths

Orange Boven. Striking soft apricot—a most unusual and delightful tone. 3 for \$1.00, \$3.50 per dozen.

White Swan. Magnificent large spike of purest white, waxy and perfect. 50c each, \$5.00 per dozen.

A Wonderful Collection of Superb Varieties

Duke of Westminster. Beautiful deep blue, with deep violet center. A most impressive variety.

Ivanhoe. Deep purple, with a lighter center in each of the large bells.

Perle Brillante. Soft sky blue.

Queen of the Pinks. Beautiful rose-pink.

Roi des Belges. Fine deep red.

Gertrude. Rosy pink, extra fine.

La Victorie. Brilliant dark carmine-rose.

Giganthea. Soft blush pink.

La Grandesse. Glistening white.

L'Innocence. Pure white. Fine large flowers.

King of the Blues. Fine deep blue.

Queen of the Blues. Azure blue.

Grand Maitre. Deep lavender blue.

City of Haarlem. Pure golden yellow.

Huge bulbs, 19 centimeters and over, for exhibition size flowers
25c each, \$2.25 per dozen, \$16.50 per 100

Bedding size bulbs, 15 centimeters, (available in all of the above varieties except Orange Boven, White Swan, Duke of Westminster, Ivanhoe). 2 for 25c, \$1.25 per dozen, \$8.50 per 100.

ROMAN HYACINTHS

The true French-Roman Hyacinths with long graceful stems and dainty flower-bells. They are quite distinct from the Dutch-Romans, which are simply small bulbs of bedding types, and they flower much earlier. The white variety flowers from two to three weeks earlier than the others.

White, Blue and Pink. 3 for 50c, \$1.75 per dozen, \$12.50 per 100.



CROCUSES



Hyacinth

SCILLA

These charming flowers are not as well known as they deserve to be. They are easily grown, flowering in almost any situation; as edgings and masses in shaded beds, borders and odd corners their bell shaped flowers on graceful stems are delightful—lovely too, for cutting.

Scilla sibirica. Bright blue, like little hyacinth bells. 50c per dozen, \$3.50 per 100.

Scilla sibirica Spring Beauty. Sky blue, about four times as large bells. \$1.00 per dozen, \$7.50 per 100.

Scilla campanulata. (Blue Squill). Graceful arching stems, fine for cutting. Blue, White and Rose. 60c per dozen, \$3.75 per 100.

BULBS FOR THE ROCK GARDEN

The charm of your rockery will be greatly enhanced by planting of pockets to clumps and masses of many of the smaller bulbs. The diminutive size of many of the wild species of tulips, narcissus and of other minor bulbs makes them most suitable for this purpose, and the effect of their charming blooms will bring increased delight to this feature of your garden which might otherwise be lacking in color and interest.



King Alfred Daffodils as They are Grown in the Field

Flowerland Narcissus

The Narcissus family embraces a wide range of forms, and their delicate shades of yellow, orange merging to orange-scarlet, combined in beds and borders make the best floral effect possible. Their uses are numerous and in every home and garden there is some place where they should be used. We know of nothing more charming than a large bed planted with various forms. Daffodils, single and double, cluster Narcissus in various colors, and Jonquils with their sweet fragrance; or a border composed of some of the more striking varieties. Everyone delights in these lovely flowers of the spring, their freshness, gay spirit, and bright coloring.

Another feature of these dainty flowers is their lasting quality. They naturalize wonderfully well and each succeeding spring they bring lasting joy with them.

We wish to call attention to our remarkable collection of fine varieties of Narcissus, including many novelties. They should be freely planted in beds and borders and the charm which they add to the rock garden is beyond compare. Especially do the short cup or crown varieties lend themselves to this treatment and bloom freely each succeeding spring.

Narcissus and Daffodil bulbs should be planted about four to six inches deep depending on whether the soil is heavy or light. The soil should be moist and workable when planting. After planting water thoroughly and mulch with Tobacco stems or German Peat. Then do not water until the leaves appear above the ground. The polyanthus and crown varieties are very suitable for naturalizing and they may be planted in permanent locations to bloom more freely each succeeding year. All Narcissus are grateful for a little shade, and the double types require more moisture than the others.

By planting Paul J. Howard's huge, double-nosed mother bulbs you will have in your garden the finest of Daffodils; they produce—three, four and five flowers to each bulb—more and better flowers at less cost.



LARGE TRUMPET DAFFODILS

Note that we have omitted several well known old varieties like Emperor and Empress which, although fine in their day, are far inferior to the newer ones. At the lower prices at which we offer these fine daffodils, there is now no reason for planting anything but the best.

Likewise in each class of Narcissus, we have chosen just the varieties we consider the best of its type for your garden.

THE GOLDEN TRIO

Three wonderful golden yellow, large trumpet daffodils,—the three which in our opinion top the list of all varieties for Southern California planting.

Plant all three for a long succession of bloom.

Our mammoth bulbs of these varieties often produce 5 to 6 big flowers on each bulb, results which cannot be had with smaller bulbs.

Olympia. A supremely beautiful daffodil, one of the largest of all. Very free flowering, rich deep yellow in color. Flowering later than King Alfred, and earlier than Tresserve.

Huge bulbs: 20c each, \$1.75 per dozen, \$12.00 per 100

Tresserve. A marvellously showy, immense flower of graceful formation. Flowers late. Bright golden yellow

petals. The beautifully fluted trumpet slightly deeper.

Huge bulbs: 20c each, \$1.50 per dozen, \$10.00 per 100

King Alfred. The most popular of the giant trumpet class. Early flowering, bearing immense clear yellow blossoms, the trumpet beautifully frilled.

20c each, \$2.00 per dozen,
Mammoth bulbs: ~~50c each, \$5.00 per dozen,~~ \$15.00 per 100.
Large round bulbs: 15c each, \$1.50 per dozen, \$10.00 per 100.

SPECIAL "GOLDEN TRIO" OFFER

A lovely floral display for a long season

36 mammoth bulbs (12 King Alfred
12 Olympia, 12 Tresserve) { \$4.75 Postpaid

BI-COLOR DAFFODILS

Spring Glory. Very showy and early flowering clean white petals; long chrome yellow trumpet with prettily reflexed brim.

Price 15c each, \$1.50 per dozen, \$10.00 per 100

Aeolus. A marvelous daffodil surpassing the more commonly grown Van Waveren's Giant. Huge in size without any

suggestion of coarseness, this exhibition variety has snowy white petals and a long yellow trumpet with beautifully frilled, recurved brim. It tilts slightly upward presenting its full beauty directly to the eye.

3 for 75c, \$2.50 per dozen, \$20.00 per 100

DOUBLE DAFFODILS

The Double Daffodils are entirely distinct, with rose-like flowers, and are highly decorative.

Albus plenus odoratus. The Double White Poeticus; snowy white gardenia-like blooms, sweetly scented. One of its valuable characteristics, in addition to its desirability as a cut-flower, is its lateness of blooming, the flowers appearing after nearly all other varieties have passed, extending the daffodil season into late spring.

10c each, \$1.00 per dozen, \$7.50 per 100

Primrose Phoenix. Very handsome large double rose-shaped flowers of clear primrose yellow. Long stems.

15c each, \$1.50 per dozen, \$10.00 per 100

TWINK. Here is a lovely new double daffodil that overcomes any objections one might have to double flowers. It has a new grace and charm not found in any other flower. It is of the semi-full, double type, the artistically arranged petals alternating pale primrose and bright orange, give it a most attractive appearance and make it most adaptable to all decorative work. Twink has been greatly admired wherever it has been shown, but until now has been too scarce to be available for garden use.

2 for 75c, \$3.75 per dozen, \$32.50 per 100

Orange Phoenix. The snowy white petals seem to be held in place with lacy ribbons of bright orange. Attractive for the garden or table decoration.

15c each, \$1.50 per dozen, \$10.00 per 100

Sulphur Phoenix. Identical with Orange Phoenix except that the interlacing is pale yellow, passing to white, making a scintillating snow white flower of splendid form and size.

15c each, \$1.50 per dozen, \$10.00 per 100

The Pearl. A most dainty little flower, not too double, with silvery perianth and neatly formed center of prettily curved wavy petals of deep yellow.

15c each, \$1.50 per dozen, \$10.00 per 100





Two Beautiful White Trumpet Daffodils

LOVELY ALL WHITE DAFFODILS

All the daintiness and grace of form and the delicacy of the Daffodil are exemplified in these enchanting new white varieties. A bowl or vase of them tastefully arranged is a delight.

DUKE OF MARLBOROUGH. Ivory petals surround the handsome large trumpet of delicate cream. A delightfully charming flower of delicate beauty and sturdy habit.

3 for 75c; \$2.50 per dozen; \$20.00 per 100

MME. DE CRAAFF. A lovely graceful daffodil which was the first of a new class and the most famous of the white trumpets.

3 for 50c; \$1.75 per dozen; \$12.00 per 100

MRS. E. H. KRELAGE. One might describe this as a "White King Alfred" for the impression the flowers make. Beautiful in petalage and trumpet with gracefully curved edges. Really a pale bi-color but changing to uniform ivory white.

3 for 55c; \$2.00 per dozen; \$15.00 per 100

SILVER GLORY. A magnificent large white trumpet with frilled edges. A scarce and desirable variety.

45c each; 3 for \$1.25; \$4.50 per dozen

SILVER COLLECTION

Three each of the four varieties of all-white daffodils—a group of queenly beauty.

12 bulbs, each variety { \$2.50
separately labeled for

LEEDSI TYPE

An unsurpassed class for the garden; and for flowers which are white or pale citron are among the finest for table decoration.

Crystal Queen. Flowers 3½ to 4 inches across with snowwhite petals and pale primrose cup passing to clear paper-white afterwards. The delicately beautiful flowers are held facing slightly upward on fine long stems. We consider this a finer daffodil than the older variety, Lord Kitchener, and offer it this year at a much lowered price.

Paul J. Howard's SUPERB MIXTURE OF DAFFODILS

Including nothing but good varieties of the Daffodils of all types and colors, this mixture offers supreme value for large beds and for naturalizing. A superior mixture of large bulbs that is sure to please.

85c per dozen, \$6.50 per 100



NARCISSUS—Continued

POETAZ VARIETIES

A hardy type being a cross between the Polyanthus Narcissus and the Poeticus type. They produce clusters of large sized florets; excellent for cutting.

Orange Cup. Pale lemon petals with conspicuous orange cups. The florets are large and beautifully formed. Very floriferous, producing several stems to each bulb. A most valuable sort for naturalizing.

10c each, \$1.00 per dozen, \$7.50 per 100

Aspasia. A superior Poetaz variety. The petals are pure snowy white, the cups clear yellow, many florets on each stem, and several stems to a large bulb.

75c per dozen, \$5.00 per 100

INCOMPARABILIS TYPE

A beautiful class of large chalice-cupped daffodils.

Bernardino. The flowers are very large, with creamy petals and a widely expanded fluted and frilled cup stained deep orange and apricot.

10c each, \$1.00 per dozen, \$7.50 per 100

Whitewell. Petals pure creamy white, bold open crown fluted and frilled, rich orange-yellow. Flowers face slightly upward on long stems.

15c each, \$1.25 per dozen, \$8.00 per 100

Croesus. A six petalled disk of pale gold proudly supports the deep orange crown of wonderful proportions. A plant with two or three flowers unfolded is a sight to behold, a real treasure in the garden.

20c each, \$2.00 per dozen, \$15.00 per 100

BARRI TYPE

Short cupped daffodils, similar to the Poeticus, but larger with more widely expanded crowns of brilliant contrasting color.

Bath's Flame. Yellow petals, deep yellow cup with broad edge of orange-red. A perfection in scarlet and gold.

15c each, \$1.50 per dozen, \$10.00 per 100

Dosoris. Pure white, broad overlapping petals, flat cup, finely fringed, of red-orange.

15c each, \$1.50 per dozen, \$10.00 per 100

POETICUS TYPE

The well known Poet's Narcissus.

Ornatus. White perianth, light yellow cup margined red. An old favorite variety and unsurpassed for garden culture.

10c each, 75c per dozen, \$5.00 per 100

Thelma. Snow white perianth, petals overlapping, cup light yellow edged bright crimson. A noble flower with a fascinating perfume.

\$1.00 per dozen, \$8.00 per 100

FAIR ALICE

A New Type of Daffodil

This is a decidedly different and beautiful daffodil with flowers like the Incomparabilis type except that there are three to five on a stem. It is evidently a cross between a yellow Incomparabilis and a yellow Poetaz variety resulting in a most dainty cluster of large flowered daffodils. The individual florets have a refined appearance with a nicely rounded perianth, the soft yellow petals over-lapping; crown beautifully frilled and of a richer tone than the perianth.

12½c each, \$1.25 per dozen, \$8.00 per 100

A DOUBLE POETAZ

Cheerfulness. Like clusters of 3 or 4 lovely gardenias on a strong stem are these wonderful double Poetaz Narcissus. A suggestion of pale yellow at the base of the petals gives character to the whole flower. One of the most charming introductions in recent years.

15c each; \$1.50 per dozen; \$10.00 per 100

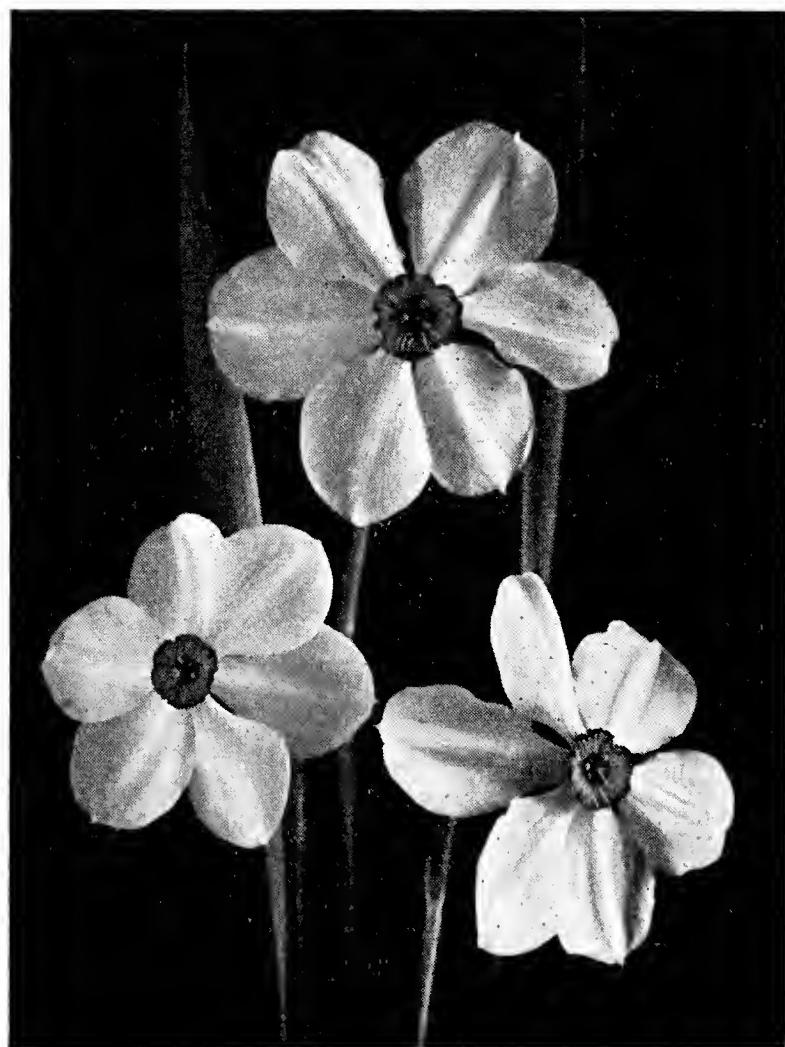
POLYANTHUS NARCISSUS

These are the cluster narcissus which are the earliest to bloom. They will bloom as early as December or January, if planted in September. They are excellent for beds, borders, for cut flowers, or for growing in pots, and bulb dishes indoors.

Grand Monarque. Small orange cups, flat white perianth.
7½c each, 75c per dozen, \$5.00 per 100

Paper White. A favorite for growing in bowls. Pure white flowers.
7½c each, 75c per dozen, \$5.00 per 100

Soleil d'Or. Yellow perianths, brilliant orange cups. Very fine.
15c each, \$1.00 per dozen, \$8.00 per 100



Narcissus Poeticus Ornatus



The fragrant Jonquils "Campernel Rugulosus." Plant them thickly.

JONQUILS

These are the true sweet scented Jonquils which bloom very early in the spring. Their perfect little blossoms are of the deepest yellow and are wonderfully attractive. They have rush-like leaves of deep green color and are exceedingly attractive for rock-garden planting. They have been garden favorites for years but their popularity during recent years has increased.

Jonquilla simplex. Single Jonquil. The original true Jonquil of ancient history. The lovely clusters of three to eight golden yellow flowers are delightfully sweet. No other flower except the Violet adds such delicious perfume to the garden. Very effective in deep pockets near the base of rockeries, and in perennial borders.

Campernel rugulosus. Two to five sweet scented golden yellow flowers, larger than Jonquils, on each stem.

Campernel plenus. A very fine double form of the above.

85c per dozen, \$6.50 per 100

NARCISSUS SPECIES

and rare little hybrid Daffodils. Entirely distinct in form and appearance

Under this group are some of the daintiest little flowers imaginable. They are particularly suited to rockery planting and the flowers make charming table bouquets in small vases or bowls.

Bulbicum conspicuum. Hoop Petticoat. Growing only six inches tall with rush-like foliage and golden yellow flowers about an inch wide, the impression is one of petite daintiness. Planted in the rock garden or in small beds and edgings, in moist, sandy peat soil these little daffodils are most charming.

15c each, \$1.50 per dozen

Cyclameneus. A beautiful little daffodil from Spain and Portugal, with reflexed petals like a cyclamen, and a long graceful tube. It is the earliest of all daffodils, producing its rich yellow flowers in February and March. It delights in a damp and shady soil in the rock garden, in grass, in shady nooks, and at the water's edge.

3 for 65c, \$2.50 per dozen



Hoop-Petticoat Daffodils



Moonshine

Queen of Spain

DAINTY TRIANDRUS HYBRIDS

Triandrus albus. "Angels Tears", from the mountains of Portugal. The dainty little creamy white flowers make beautiful pot-plants and do well in the rock garden where they form a picture of grace and beauty. Plant them in shade and well drained gravelly soil.

3 for 65c; \$2.50 per dozen; 50 for \$9.00

Agnes Harvey. A most dainty daffodil with one to three drooping flowers on a stem; white starry perianth and trumpet, often flushed with apricot. A wonderful flower for naturalizing and also for cutting.

15c each; \$1.50 per dozen

Thalia. Unique and beautiful are these delicate creamy white flowers, three to a stem with star-like arrangement of petals and fluted-edged trumpets.

50c each; 3 for \$1.25; \$4.50 per dozen

Queen of Spain. Originally found in Spain, now one of our most prized miniature daffodils for rock gardens, pots, bowls, and naturalizing. Sweet canary yellow nodding trumpets of diminutive size, and reflexed petals on 7 inch stems.

20c each, \$2.00 per dozen

TWO RARE LITTLE DAFFODILS

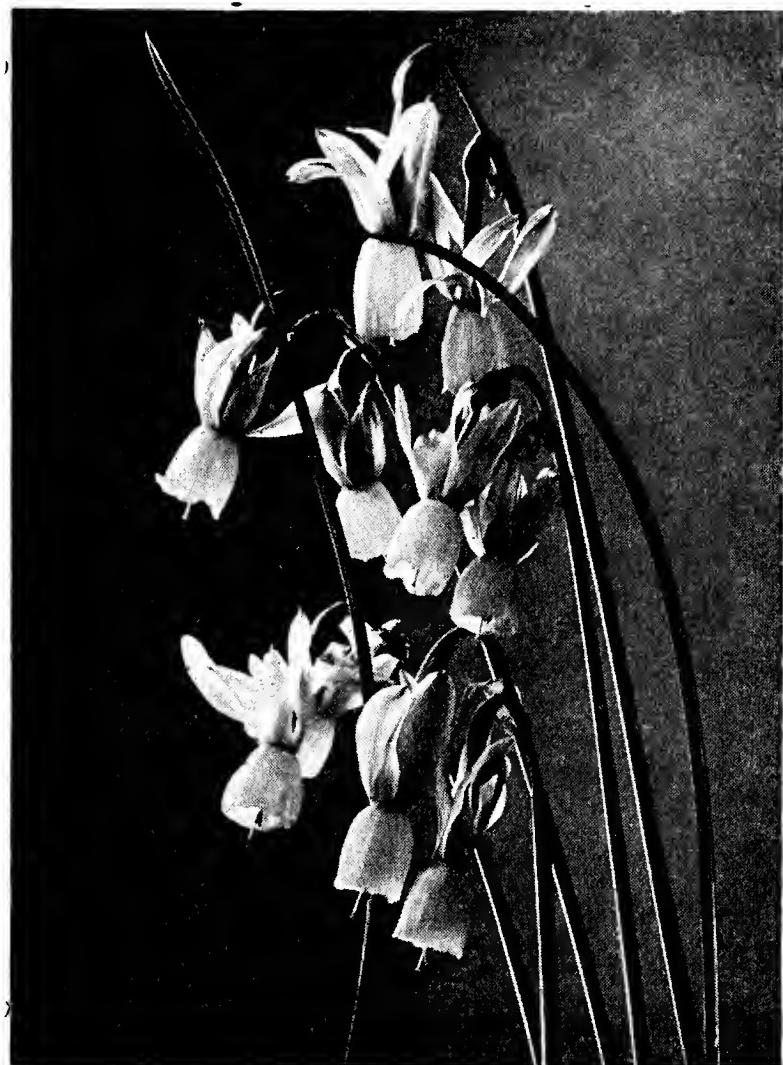
Moonshine. One cannot imagine the beauty of these little star-shaped creamy-white blossoms, often 3 to a stem, drooping gracefully and with petals slightly curved backward. One of the prettiest table bouquets we have ever seen was composed of these daffodils in a small white vase, with maidenhair fern and pansies.

A lovely flower for the rock garden or for naturalizing in partial shade.

50c each; \$5.00 per dozen

February Gold. A cyclamen-flowered Daffodil. An elegant little flower, with rich yellow trumpet, strained orange. The golden yellow petals turn back like a cyclamen, giving a graceful effect. Fine also for rockeries.

35c each; \$3.50 per dozen



Angel's Tears

MINIATURE TRUMPET DAFFODIL

W. P. Milner. A charming free flowering variety with white trumpet and perianth. Eminently satisfactory for rockeries, and exceedingly attractive in bowls. Grows about eleven inches high.

3 for 65c, \$2.50 per dozen



February Gold, Charming Little Golden-Flowered Daffodil



Ranunculus
Paul J. Howard's Flowerland Strain

EARLY FLOWERING BULBS

The bulbs listed in this section are best planted in early Fall, September and October; and will furnish an abundance of brightly colored blossoms at a time of year when other flowers are not plentiful.

Prepare your bulb beds carefully, spade deeply, rake them well and give them a good soaking, then let them stand a few days and give an occasional sprinkling, then rake and smooth down, making sure that the soil is well pulverized—and plant. The beds then will not generally need watering until the bulbs have started to grow.

Bulbs require a good rich soil, and it is well to work in some bone meal when spading the beds. After planting it is very beneficial to apply a liberal dressing of Peat Moss, or Tobacco stem mulch, or a mixture of the two materials. This retains the moisture and keeps the surface from baking, and the Tobacco Stems repel slugs, snails, sowbugs and other pests, protecting the young plants as they sprout.



PAUL J. HOWARD'S FLOWERLAND RANUNCULUS

We spare no effort to produce the most excellent strain of these marvelously beautiful flowers possible, and we know of none that can compare with them in brilliance and range of colors, size and form of bloom, and in vigor of growth. The flowers are huge, double and semi-double, and this strain contains all of the most beautiful colors of rose, red, yellow, orange, scarlet, cream, white, etc.

Mammoth Bulbs: 75c per dozen, \$5.00 per 100.

Fine Large Bulbs: 50c per dozen, \$3.50 per 100.

Flowerland Yellow and White Shades. A beautiful blend of all shades of yellow, cream and white, much sought after for floral decorations.

Select bulbs: 75c per dozen, \$5.00 per 100

Medium Size Bulbs: 25c per dozen, \$1.85 per 100.

Flowerland Red Shades. A selection of the most brilliant colors, containing mostly shades of rich orange-scarlet and crimson.

Select bulbs: 75c per dozen, \$5.00 per 100

Flowerland Golden Strain. A special selection of large, double types in beautifully blended shades of gold and deep yellow.

Select bulbs 75c per dozen, \$5.00 per 100

PAUL J. HOWARD'S FRENCH ANEMONES

If you have seen the field in which Paul J. Howard's fine Anemone and Ranunculus bulbs are grown, you will realize how far superior are these "Flowerland" Strains. Starting from carefully selected seed from the best types of flowers, the plants are grown to flower in the fields, where only the best ones are saved, both for bulbs and seed. All that are even slightly inferior in size, color or form are immediately discarded. Thus our strain is constantly being improved; each year's harvest is better than the last.

Anemones resemble large brightly colored poppies in a great variety of dazzling shades of red, rose, blue, purple and white, with black stamens in the center.

They are most showy planted about four to six inches apart, in beds or groups to give a massed effect.

Mammoth Bulbs: \$1.00 per dozen, \$6.50 per 100.

Double Chrysanthemum-flowered Anemones. An unusual and beautiful type.

Mammoth bulbs: 75c per dozen, \$5.00 per 100

His Excellency. A striking cut-flower variety with large bright poppy-scarlet flowers, with jet black centers, on very tall stems. Wonderfully showy.

Extra sized bulbs, 75c per dozen, \$5.00 per 100

Fine Large Bulbs: 45c per dozen, \$3.25 per 100.

Blue Poppy. A handsome cut-flower variety; a splendid companion flower to His Excellency. The color is rich violet blue, with black center. Flowers large on long stems.

Extra large bulbs, 75c per dozen

\$5.00 per 100

Like Anemones, Ranunculus should not be planted more than five or six inches apart, as they succeed best in mass plantings. (The extra large sized bulbs can be planted farther apart). They require a sunny location, good drainage, and very little fertilizer. After planting, a good mulch of ground tobacco stems is very beneficial.

WATSONIAS

You will enjoy these gladiolus-like flowers, blooming as they do in the early spring, and lasting in bloom for a long period. They grow from three to five feet high, with foliage like the gladiolus. The graceful flowers are on slender, often branching stems and are splendid for cutting as they last so well. The new colored hybrid Watsonias are most delicately beautiful in color and form.

Clementina. Clear bright pink.

J. J. Dean. Rich rose, with violet tints in the throat.

Diana. Rich orchid color.

Fanny Lyons. Apricot buff flowers on tall graceful stems.

Marion Welsh. Orange vermillion, with long pointed petals.

Price of any of the above new hybrids

10c each, 85c per dozen, \$6.00 per 100

Mixed Hybrids. A splendid mixture of hybrids in a wide variety of new colors.

75c per dozen, \$5.00 per 100

Watsonia o'brieni. Clear, glistening white, one of the purest white flowers grown. Beautiful for mixing with other flowers, and makes a fine background in the perennial garden. The flowers are very appropriate for Easter decorations.

Price 75c per dozen, \$5.00 per 100

TRITONIA

Flame Freesia. The Tritonia bears beautiful wide open flowers on long stems in the manner of a Freesia. They are most showy in the garden, blooming for a long period of time, and they make excellent cut flowers. We now offer—in addition to the brilliant salmon-orange variety, Salmon King—two new hybrid strains which are most striking and distinct.

Prince of Orange. A new introduction, brilliant fiery orange in color.

New Hybrids. Tritonias in various pretty shades of orange, salmon, yellow and cream.

Price of the above novelties—60c per dozen, \$4.00 per 100
Salmon King.

Extra large select bulbs.

50c per dozen, \$3.50 per 100

SPARAXIS

The flowers are similar to the Ixia, a little larger, funnel shaped and borne in spikes on slender stems. They have a widely varied range of color, the center of the flowers showing a contrasting color to the petals.

Mixed colors—50c per dozen, \$3.50 per 100



Paul J. Howard's FRAGRANT FRESIAS

Our larger bulbs will produce longer, stronger stems and more flowers.

The newer colored freesias are really gorgeous either in beds or as cut flowers and should be freely planted in all gardens. All the freesias are very easily grown, and take very little room, adapting themselves to any part of the garden. The bulbs should be planted quite close together (about three inches apart).

Freesias are very charming subjects to plant in the rock garden, their dainty bell shaped flowers on slender stems making a beautiful appearance.

Improved Purity. A large and beautiful pure white variety. Very fragrant.

Extra large bulbs: 50c per dozen, \$3.00 per 100
Large bulbs: 25c per dozen, \$1.75 per 100

Dorothy Sheepers. Large flowers of beautiful rose-pink.

Olivette. Bright bronzy red, with deep yellow throat.

Robt. Craig. Lovely lilac-rose.

Golden Daffodil. The most beautiful of all clear golden yellow freesias, its large size and beautiful color suggesting its name.

Mary Louise Fischer. A most gorgeous variety with deep violet-blue flowers. An improvement upon the older variety "Splendens".

Price of the above five varieties, extra large bulbs:

Price 50c per dozen, \$3.50 per 100

Mrs. Marc Peters. Beautiful large flowers of clear salmon-rose color.

Sunset. An entirely new color in Freesias, brilliant flame-orange, a true California sunset color. One of the most attractive things in our field.

Price of the above two rare varieties

75c per dozen, \$5.00 per 100

Paul J. Howard's Special Mixture. A superior mixture including only the very best colored freesias in great variety. No white freesias are included in this mixture.

35c per dozen, \$2.50 per 100

THE RARE NEW WATSONIA HYBRID (ANTHOLYZA)

A brilliant orange red flower, entirely distinct from any other Watsonia, flowering much earlier, (if planted in September they will bloom in mid-winter) with gracefully arranged flowers in long spikes, many of the stems artistically curving—a delight to anyone who arranges lovely floral decorations.

It is one of the finest novelties we have ever offered and wherever we have displayed it in the flower shows its arresting beauty has stopped all visitors.

Since not all of the bulbs in the same bed will bloom at one time, the flowering season is extended for several months and for this reason those who have room for a good sized planting should put out several hundred bulbs; it will be an investment that will pay many times over.

Their culture is simple, the same as for the Gladiolus or Watsonia—but be sure to plant them early.

\$2.00 per dozen; \$15.00 per 100

BABY GLADIOLUS

The Baby Gladioli are entirely distinct from the large flowered types, blooming much earlier, and the slender spikes of blossoms are very graceful, making them very useful for decorative purposes. They should be planted in a fairly sunny position, in well prepared soil, covering the bulbs to a depth of one inch.

Appolyn. Bright salmon, with dark blotch.

Ackermani. Rich orange scarlet.

Blushing Bride. Bluish white, lower petals blotched with pink.

Fiery Knight. Brilliant red.

Peachblossom. Beautiful clear rose-pink.

Queen Wilhelmina. Lavender.

The Bride. Clear pure white.

Select bulbs, 75c per dozen
\$5.00 per 100

NEW FLOWERLAND HYBRID MINIATURE GLADIOLUS

This is a distinct new race of gladiolus, the result of a cross between the Baby "Glads" and one of the larger types. They produce wonderful long sprays of graceful flowers in a wide array of attractive new colors including shades of pink, salmon, rose, red, purple, and lavender. Their long slender stems, and the graceful arrangement of the flowers make them most excellent for cutting; especially beautiful in basket work.

Selected colors in the following shades: Scarlet, Rose, Light Pink, Lavender, Ashes of Roses, Orange, Salmon, Crimson, Orchid, White flaked with crimson.

Select bulbs: 75c per dozen, \$5.00 per 100. Postpaid

GLADIOLUS TRISTIS

A very pretty South African species, delicately fragrant at night. The creamy white flowers are borne on thin, wiry stems and make very attractive floral arrangements.

3 for 35c, \$1.25 per dozen, \$8.50 per 100

ZEPHYRANTHES

(Fairy Lilies)

Very charming easily grown bulbs, flowering all summer. Grassy foliage and graceful starry flowers about 2 inches across on stems 10 to 12 inches tall.

Zephyranthes candida. Pure white: 60c per dozen, \$4.00 per 100.

Zephyranthes carinata (rosea). A lovely rose pink variety with larger flowers. \$1.00 per dozen, \$7.50 per 100.

BABIANA

Charming fragrant flowers somewhat resembling freesias in growth, hence often called "Blue Freesias". Culture is the same as for freesias.

Azure Blue. 75c per dozen, \$5.00 per 100.

Babiana plicata. Large, lavender and cream flowers. \$1.00 per dozen, \$7.50 per 100.

Babiana Hybrids. Including shades of blue, lavender, purple and red. 75c per dozen, \$5.00 per 100.

STREPTANTHERA

Streptanthera cuprea. A brilliant new Cape bulb with foliage like Tritonia, with wide open, star-shaped flowers, brilliant orange-red with violet eye. Very free flowering and showy in the garden in part shade or sun, and lovely for cutting.

\$1.00 per dozen, \$7.50 per 100



Paul J. Howard's SPANISH IRIS (Dutch Iris)

Now that the bulbs of these lovely Iris, among the prettiest of all spring flowers, can be obtained at much lower prices, you will want to plant a quantity of them in your gardens. For cutting and garden-decoration they are orchid-like in beauty.

Unlike the German Iris, the Spanish and Dutch Iris are grown from bulbs. They are easily raised in full sun or partial shade.

Paul J. Howard's extra large bulbs are the size preferred by commercial growers of cut flowers because they produce superior blossoms. You will find them decidedly better in your own garden.

Our list includes only the Dutch type which make larger bulbs, bloom earlier, and have larger flowers of better form.

Two Wonderful Novelties Rare in Color

Wedgewood. The Dutch Iris supreme. The flowers are extremely large, beautiful Wedgewood blue. Very early blooming.

Indian Chief. Standards bronzy violet, falls rich bronze.

Price of the above two novelties, extra large bulbs
\$1.00 per dozen, \$7.50 per 100

D. Haring. Very large, pure white flower, with greyish white standards.

Imperator. Rich deep blue; the most popular late flowering blue iris.

Rembrandt. Standards deep blue; falls broad, azure blue with large orange blotch.

White Excelsior. The best of the whites; pure snowy white, large.

Yellow Queen. Clear golden yellow, a marvelous flower.

Price of the above five varieties, extra large bulbs
85c per dozen, \$6.00 per 100

Paul J. Howard's Special Mixture of SPANISH IRIS
Large bulbs: 60c per dozen, \$4.00 per 100
Spanish Iris mailed postpaid

Ixias and Spanish Iris in Combination
with Roses

IXIA

These charming flowers from the Cape of Good Hope are deservedly becoming very popular in the garden, and for cut flowers. They are admirably adapted to basket work, and also are fine for planting in the rockery.

The brilliantly colored, star-shaped flowers are borne in spikes on long, slender, wiry stems. They are easily grown, and should be freely planted.

Separate colors—Red, Orange, Yellow, Brown, Pink and Lavender.

65c per dozen, \$4.50 per 100

Mixed colors—50c per dozen, \$3.50 per 100—Postpaid

IXIA BLOEM ERF

A most unusual new hybrid, with stems four to five feet tall—flowers pinkish blue, fragrant in the sun. A wonderful cut-flower, in demand by florists.

3 for 40c, \$1.50 per dozen, \$10.00 per 100

SPRING SNOWFLAKES

(Leucojum vernum)

These dainty little snowflakes bloom very early making a fine display of dainty pendant flowers, which are white, tipped with green. They should be planted in masses or clumps, and are wonderful in the rock garden where they can be left alone to bloom year after year. The flowers are also desirable for cutting.

75c per dozen, \$5.00 per 100

GLORY OF THE SUN

Leucocoryne ixioides odorata. A beautiful flower from Chile. The heads of large star-shaped flowers, lovely blue with white centers, are carried gracefully on wiry stems 12 to 18 inches long. Long lasting as a cut flower and as easily grown as the Freesia. The supply of bulbs is now very limited, but it will be in every garden when better known.

3 for \$1.00; \$3.50 per dozen



Bulbs for Late Spring and Summer Flowering

AGAPANTHUS

Lily of the Nile. A most desirable plant for garden planting. Its clusters of bright blue flowers are borne almost continuously through the summer months.

Alba. Identical with the blue variety, except the flowers are pure white.

Large plants, 35c each, \$3.50 per dozen

ALSTROEMERIA

(Lily of the Incas)

Alstroemeria aurantiaca. Sometimes called the Peruvian Lily. There is almost no flower which excels this for house decoration, as the flowers last in good condition for over a week. The lily-like flowers in umbels are borne on slender but rigid stems from two to three feet high. They are apricot orange, striped with mahogany. Plant them in a shady or semi-shady bed in well drained soil where they may become established and bloom year after year.

Price 20c each, \$2.00 per dozen, \$15.00 per 100

AMARYLLIS

Amaryllis belladonna. The beautiful clear pink amaryllis. The large clusters of fragrant flowers are borne on round flower stalks about two feet high, after the foliage has died down in the summer. After once established they should not be disturbed.

Huge bulbs, 20c each, \$2.00 per dozen

Amaryllis vittata hybrids. This selection of giant bloomers in wonderfully varied and brilliant coloring has been produced by expert growers, and is a selection of the best types and colors from thousands of seedlings produced from hand hybridized flowers. They range in color from pure white ground with rose markings, to red, orange-scarlet, crimson, maroon and endless intermediate shades. The flowers are enormous, often measuring nine to ten inches in diameter with five to six flowers on an individual stem.

This amaryllis is evergreen, and should be planted in a sunny or partially shaded place. The bulb should be planted so that the nose of the bulb is just even with the surface of the ground. They may be grown in pots very satisfactorily, making a beautiful plant for patio or porch decoration when in bloom.

Price 75c each, \$7.50 per dozen

Smaller bulbs 50c each, \$5.00 per dozen

Bulbs ready November 15th

Do not fail to order a dozen or so of them

CALADIUM

(Elephant's Ear)

Caladium esculentum. One of the most effective foliage plants for the garden. The mammoth leaves are extremely decorative. Excellent for planting in a semi-shaded location where plenty of moisture is assured.

25c each, \$2.50 per dozen

Fancy-leaved Caladiums. For indoor pot plants and conservatories these are striking subjects, with their vari-colored leaves. They are veined and marked with many shades of rose, red, silver, gold and green.

Price 50c each, \$5.00 per dozen

CLIVIA

Clivia miniata. Another rather rare bulbous plant from South Africa, but becoming very much in demand for its beautiful orange colored amaryllis-like flowers. The foliage is deep green and evergreen, and the flowers are produced in clusters on stems two feet high. They may be flowered in beds or in pots.

Large, flowering-size plants in pots, \$2.00 each

Strong Plants in 5-in. pots, 75c

CALLAS

The Callas are now used with very smart effect in interior decorations, fitting in as few other flowers will with modern furnishings and decorations.

White Calla. Very hardy, excellent for planting in beds and borders on the shady side of the building.

Large bulbs, 15c each, \$1.50 per dozen, \$10.00 per 100

Extra sized bulbs, 25c each, \$2.50 per dozen

Godfrey Calla. A dwarfer growing, freer flowering variety of the white Calla. The flowers of the Godfrey Calla are particularly suited to cut-flower decorations.

25c each, \$2.50 per dozen

Yellow Calla. These are well worthy of a place in every flower lover's garden. The leaves are bright green with silver markings, while the flowers are of the clearest butter-yellow. The larger bulbs will produce larger plants and more flowers. Small bulbs produce disappointing results.

Extra sized bulbs, 20c each, \$2.00 per dozen

Mammoth bulbs, 45c each, \$4.50 per dozen

Pink Calla. A novelty of great charm. The plant and flowers are dwarf in size. It makes a beautiful cut flower or pot plant. Deep rose in color.

Select bulbs, \$1.00 each

Slightly smaller bulbs—75c each.

HEMEROCALLIS

(Day Lilies)

The Day-lilies are easily grown perennials and form large clumps of grass-like leaves from which are borne lily-like flowers on long stems. They require plenty of moisture and are splendid to plant around pools. Flowers may be had from April to July by planting some of all kinds.

Hemerocallis flava. The Lemon-lily. Bright lemon yellow.

Hemerocallis fulva. The Tawny Day-lily. Burnt orange.

Hemerocallis Kwanso. A double flowering form of the Tawny Day Lily. Very showy.

Hemerocallis middendorffii. Very early. Rather dwarf, bright golden yellow.

Hemerocallis thunbergi. The latest to bloom. Rich buttercup yellow.

Price—Divisions 15c each, \$1.50 per dozen

Large clumps 35c each, \$3.50 per dozen

MONTBRETIA

New Hybrids

These new Montbretias are a vast improvement on the older types. The blossoms are very large, 3 and often 4 inches in diameter, with broad overlapping petals, and are gracefully arranged in branching spikes on tall slender stems. They are perfectly gorgeous as cut flowers. They form splendid clumps in the garden and are very effective, blooming during the summer months. Their culture is practically the same as the gladiolus.

New Hybrids Mixed. A new group of these large flowered hybrids, with a color range from clear light yellow to very deep crimson.

\$1.00 per dozen, \$7.50 per 100

(Bulbs ready January 1st.)

2½% Sales Tax must be added to all orders to be delivered in California. To avoid delay, add the correct amount to your remittance.

PANCRAZIUM

(Peruvian Daffodil—Spider-Lily)

A tropical bulbous plant which succeeds admirably in Southern California gardens. The flowers in shape somewhat resemble a huge Daffodil. They are pure white, with greenish markings in the throat. The edges of the blossoms are fringed, giving a very charming appearance. They are very fragrant, and make lovely cut flowers.

Price 10c each, 75c per dozen

SCILLA

Peruvian Hyacinth

Scilla clusi. A rather rare bulbous plant bearing a large spike of magnificent deep blue flowers like an enormous Hyacinth bloom. The foliage is similar to that of the Agapanthus.

35c each, \$3.50 per dozen

STAR OF BETHLEHEM

(*Ornithogalum arabicum*)

Called "Chinkericee" in South Africa where it is extensively grown for cutting. The bulb throws up spikes about 18 to 24 inches high, with clusters of large star shaped blossoms of pure glistening white, with a shiny black center. These blossoms have wonderful keeping qualities making them very desirable for cutting. Very easily grown and once planted can be left in the ground for many years.

Large bulbs 75c per dozen, \$5.00 per 100

The Golden Chinceringchee
(*ORNITHOGALUM AUREUM*)

Flowers beautiful orange yellow, beautiful for pot culture or for cutting. The plants remain in bloom for a very long time and the cut-flowers are remarkable for keeping quality.

3 for \$1.00, \$3.50 per dozen

South African Chinceringchee
(*ORNITHOGALUM THYRSIOIDES*)

One of the most notable South African bulbs; the cut-flowers are shipped from the Cape to England, keeping for weeks after arrival. Pure milky white, on beautiful long spikes.

75c per dozen, \$5.00 per 100

TIGRIDIA

(Mexican Tiger-flower)

Tigridia pavonia. One of the most charming flowers imaginable. They are large, three petalled, and the colors are most striking, orange, yellow, rose or white, wonderfully spotted and marked. While each blossom lasts but a day, the clump will be continuously in bloom for a long time. Plant them in a warm sunny position, about four inches apart and leave undisturbed until they become too crowded. Planted thus in beds and borders results in brilliant display of color. They are very hardy and flourish in the open garden if given an abundance of moisture, especially when in bloom.

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Bulbs ready in December

TUBEROSES

(Bulbs ready January 1st.)

The most exquisitely fragrant waxy white flowers are borne in spikes on long stems making them ideal for cutting. They are lovely planted with other flowers or in fern beds, growing either in the sun or shade.

The Pearl. The best of all tuberoses—produces exceptional flower spikes. The individual flowers are very double, reminding one of a gardenia.

Price \$1.00 per dozen, \$7.50 per 100

Mexican Everblooming. Fine spikes of single flowers.

Price 75c per dozen, \$5.00 per 100

VELTHEIMIA

VELTHEIMIA VIRIDIFLORA. A very rare and beautiful plant from South Africa. The bulb throws up many long, broad, bright glossy green leaves which are waved or undulated on the edge. From the center of these leaves appears a stout stem 18 to 24 inches high, topped with a dense spike of 25 or 30 tubular flowers of a delicate old rose shade. A lovely thing for a shady location.

Large Plants, \$1.50 each

JACOBAEAN LILY

SPREKELIA FORMOSISSIMA. An extremely handsome flower of the Amaryllis family; the large bright crimson flowers are of very graceful appearance with narrow, recurving petals. The growth, culture and appearance of the plant is similar to Amaryllis and it grows equally well in pots or in the garden.

35c each; \$3.50 per dozen

CHLIDANTHUS FRAGRANS

A very rare member of the Amaryllis family, with showy bright yellow flowers, with flaring edges, borne in clusters of 3 or 4 to a stem.

50c each; \$5.00 per dozen

VALLOTA PURPUREA

(Scarborough Lily)

An unusually beautiful plant somewhat resembling an amaryllis or the clivia. The flowers are very showy, bright orange-scarlet in clusters like an amaryllis, but smaller. They prefer to be planted in a sunny place and left undisturbed.

Bulbs 50c each, \$5.00 per dozen

A Rare South African Flower

ARISTEA CAPITATA

The charm of any garden is doubly enhanced by the addition of unusual and striking flowering subjects. This one has lovely bright blue flowers in long panicles on tall graceful stems three to five feet high. The plant, belonging to the Iris family, is easily grown and forms good sized clumps. You will find many spots for this flower and they are delightful for cut-flower decoration.

Blooming size clumps, 50c each

The Guernsey Lily

NERINE SARNIENSIS

Another unusual bulb—of the Amaryllis group, having the same habit of growth; the foliage disappears in summer, beautiful bright red flowers appearing in the fall before the new leaves start. The flowers, borne in umbels of ten to twelve, have narrow petals, crisped and fluted, and are extremely showy. The bulb requires the same treatment as Amaryllis belladonna. A fine subject for garden or pot-culture.

Large blooming size bulbs or plants—

50c each, \$5.00 per dozen

IRIS

IRIS GERMANICA

These are the hardy garden Irises, often called Fleur d'lis or Flag Lilies. They are lovely subjects for beds, borders and mass effects in perennial gardens. Their flowers rival orchids in beauty, and many are delightfully fragrant. There have been hundreds of new varieties produced in recent years, some of which are decided improvements, others are very similar to the older varieties. We have endeavored to select the most outstanding of these novelties and the better older varieties.

Iris thrive in any garden soil, requiring only proper drainage, and full or partial sunlight.

Three Magnificent New Iris

Blue Gown. A tall blue iris of fine depth of color, large size, good form and firm substance. The brilliant golden beard is charmingly displayed on wide flaring falls. The stems are slender, stiff and from four to five feet high. A truly majestic variety sure to be greatly admired in your garden.

Price \$2.50 each

Mauna Loa. An early blooming variety with large stunning flowers of red and Chinese violet. A fitting companion to San Gabriel, and brings color to the garden in early Spring. Tall.

Price \$1.00 each

Sitka. You will be proud to have in your garden this splendid pure white iris. The beautifully formed flowers are of huge size and being a prolific bloomer it gives a marvelous effect.

Price \$2.50 each

Four Grand Late Introductions

Mme. Durrand. One of the most beautiful irises of opalescent coloring. Standards clay color flushed mauve, falls light purple flushed clay color. 5 feet. 50c each.

Purissima. Pure white, large, vigorous branched of fine form and substance. 75c each.

San Gabriel. A favorite since its introduction. Fragrant flowers of clear lavender-blue on well branched stems 4 to 5 feet high, with a long blooming season. 50c each.

Sundew. Waxlike, flaring falls. Pleasing and distinct, yellow with maroon purple lining at base. 2 feet. 50c each.

JAPANESE IRIS

(*Iris Kaempferi*)

A most beautiful class of iris with large flat flowers, 8 to 10 inches across. The colors are very rich, including blue, lavender, mauve, purple and white.

Mixed colors 50c each, \$5.00 per dozen

IRIS STYLOSA

An evergreen, low growing iris, with grassy foliage, and pretty blue or white flowers in the winter and early spring. Fine for bordering walks and pools.

Price, either color 25c each, \$2.50 per dozen

Outstanding Collections of Iris

COLLECTION NUMBER 1

Aurelle. Mauve penciled brown and chocolate, 4 feet.

Ambassadeur. Large reddish bronze.

Chasseur. One of the most beautiful yellows. 3 feet.

Dalila. Old ivory and velvety maroon. 2 feet.

Lady Byng. Uniform soft ageratum-violet. 3 feet.

Pioneer. Marvelous iris of uniform brilliant deep purple. 3½ feet.

Rialgar. Bright yellow and brown. 2 feet.

Souv. de Mme. Gaudichau. Lovely large deep velvety violet. 3 feet.

Lady Chas. Allom. Rich bright blue self.

Mlle. Schwartz. Enormous flowers of true Pallida form. Lovely pale lavender-blue. 4 feet.

Mrs. H. F. Bowles. Old gold, rich crimson, with brown and yellow markings. Striking.

Mrs. Walter Brewster. Bright analine blue. Very large flowers. 3½ feet.

Price of any of the Iris in this collection, 25c each

NUMBER 1 COLLECTION—ONE EACH OF THE TWELVE VARIETIES \$2.00

COLLECTION NUMBER 2

Asia. Silvery lavender and light violet.

Camelot. Creamy white pencilled and stippled light blue.

Carthusian. Extremely large lavender blue.

Chatelet. Lavender penciled with white. Very fragrant.

Creton. Dark maroon purple.

Crusader. Rich blue, brown, orange and purple.

Gladys Roberts. Uniform light reddish purple.

Istria. Pure snow-white—very tall.

J. B. Dumas. Bronze lilac and rose.

Leonato. Fine lavender, large and fragrant.

Marsouin. Light and deep violet.

Miranda. Beautiful deep clear blue.

Mistress Ford. Light blue and velvety purple.

Mrs. Fred Stern. Beautiful bright violet.

Neptune. Late flowering. Light blue and pale violet.

Opera. Deep bronzy violet.

Private W. A. Logan M. C. Clear blue and rich plum.

Stamboul. Very tall deep blue.

Standard Bearer. Beautiful clear reddish purple.

Susan Bliss. Delightful mauve-rose.

Sweet Lavender. Pure lavender, ruffled.

Tenebrae. Rich deep violet.

Turco. Rosy lilac, and blue-suffused-yellow.

Veloute. Violet shaded black.

W. C. Terry. Light blue and violet.

Price of any of the Iris in this collection, 15c each. One each of any 12 for \$1.50

NUMBER 2 COLLECTION OF 25 SUPERB IRIS FOR \$3.00

Flowerland Superior Gladiolus

Gladiolus are most commonly planted in beds, to be used for cut flowers, but their great value in landscape plantings should not be overlooked. In mixed border plantings, with a background of shrubbery or walls, groups of a dozen or twenty-five bulbs of one variety are exceedingly effective. Its attractive foliage as well as the lovely flower spikes make a wholly pleasing picture.

Bulbs should be planted at regular intervals, beginning in autumn and continuing through spring. By planting this way you will be supplied with flowers continually.

Albatross. Those who saw this variety at the Biltmore Show pronounced it the best white they had yet seen. The spikes are long and well filled with large, beautiful pure white flowers. There is none better for floral display.

Commander Koehl. The huge flowers are very dark velvety red. A strikingly handsome new European variety.

Mother Machree. The novelty combination of this "smoky" variety is indeed sensational. The clear light gray ground is tinted bluish lavender shading darker at the outer edges of the petals, the tips of which are lightly flecked bright orange-red.

Hinemoa. The color of this novelty is unique as well as sensational—a vivid combination of maroon and red with a bright yellow blotch.

Price of the above 4 novelties
20c each, \$1.50 per dozen, \$12.00 per 100
Collection 3 each variety, \$1.50

Coronado. Although the flowers are extremely large, this variety has a delicacy unexcelled. Its coloring is white, with lace-like penciling of violet in the throat, and the flowers are heavily ruffled.

Coryphe. The unusually fine spikes are made up of large flowers of clear, delicate pink, a rare color in gladiolus.

Pfitzers Triumph. Unquestionably one of the largest and finest red Glads. The huge flowers are vivid scarlet, extremely showy.

Price of the above three choice Gladiolus
15c each, \$1.00 per dozen, \$7.50 per 100

Belinde. Very large, delicate cream-colored flowers perfectly placed on a long spike. An exceedingly charming variety.

Betty Nuthall. One of the very best of the newer Glads and a prize-winner in all shows, sharing the prominence of such varieties as Mrs. W. H. Phipps, Dr. Bennett, and Mrs. Leon Douglas. Its color is a rich orange salmon, with soft golden throat.

Minuet. We consider this the best of all lavender gladiolus. Very tall, strong and straight, with many large, delicate lavender flowers, with a little splash of yellow in the throat.

Mrs. W. H. Phipps. Justly considered one of the best all purpose varieties. Rich peach pink in color. The tall heavy spikes bear as many as twenty buds, eight to twelve enormous flowers being open at one time.

Veilchenblau. This and Mrs. Van Konynenburg are the two outstanding blue gladiolus of today. Veilchenblau is a very beautiful violet blue with a darker blue blotch.

Price of the above five fine varieties, 10c each
75c per dozen, \$5.00 per 100

Los Angeles. Coral pink with salmon tints. This has become one of the most popular varieties.

Mrs. Pendleton. Large flowers, light rose with deep crimson center.

Orange Queen. A splendid novelty with large open flowers of a rich warm orange-apricot. A most desirable variety for baskets and vases, combining beautifully with Delphinium.

Prince of Wales. Charming coral pink flowers well placed on long spike. Very early.

Souvenir. Very tall spikes, filled with bright golden yellow blossoms. Primulinus type.

Virginia. The best known red gladiolus.

Price of the above six splendid Gladiolus
10c each, 50c per dozen, \$3.00 per 100

Dr. F. E. Bennett. An outstanding red gladiolus. Deep peach red overlaid with flame scarlet. Lip speckled ruby and white, the whole giving the effect of brilliant fiery red. Flowers of great size.

Golden Measure. A most delightful clear, pure yellow, overlaid with a golden sheen. Remarkable large spikes with many huge flowers open at one time.

Mrs. Leon Douglas. A most deservedly popular variety. One of the largest grown and a beautiful bright rose color, striped with flame and slightly speckled ruby.

Mrs. Van Konynenburg. One of the finest "blue" gladiolus we have ever seen, and the newest approach to true blue. The large wide open flowers of clear light blue are well placed on fine stems.

Chas. Dickens. Large flowers on tall vigorous growing stems. Very rich, deep, velvety claret-purple, with darker blotch.

Price of the above five splendid Gladiolus
10c each, 65c per dozen, \$4.00 per 100

Lovely New Gladiolus Picardy

Truly outstanding is this wonderful new variety. Its color is most pleasing and not like any other variety yet produced—clear amber pink, soft, delicate, yet rich. The spikes are perfect—very long with many flowers open. So well liked is this new flower that it sold at good prices on the San Francisco flower market all season, even when the market was flooded with other varieties.

25c each, \$2.50 per dozen, \$18.00 per 100

THREE GRAND NEW GLADIOLUS

European originations grown and distributed in this country exclusively by Paul J. Howard.

FREDERICK SCHILLER. A delightfully clear rich rose shade which is most desirable in floral decorations. The informal arrangement of the large handsome flowers on long graceful spikes makes this one of the most decorative varieties ever produced.

GLORIA MUNDI. Beautiful long spikes of large bright golden yellow flowers make this one of the most showy Gladiolus of all. We consider it the most promising of its color, and the large bed of it displayed at Flowerland this Spring was a treat to behold.

WHITE HOUSE. Purest white, the large open flowers glistening in the sun like the reflections of snowy clouds. A truly superior variety and this, along with Frederick Schiller and Gloria Mundi was the envy of all who saw the beautiful display at our grounds this Spring.

Price of the above three novelties:
25c each; \$2.50 per dozen; \$18.00 per 100.
Collection—Twelve each of the three (36 bulbs) for \$6.50.

PAUL J. HOWARD'S

HARDY GARDEN LILIES

(Liliums)

The tall stately lilies with their masses of blossoms have a charm that is not surpassed by any other flower. Although they are becoming more and more popular every year our California gardens do not display enough of these lovely subjects. All herbaceous gardens should have groups of lilies scattered through them. In fern beds, along stream-beds, and around shaded pools, they make a wonderful display.

Plant them from five to seven inches deep in soil prepared with leaf mold, and place a layer of sand around the bulb. They should be shaded by a building or with other plants growing around them. In this manner the soil is kept cool and moist, which is necessary for their welfare. After lilies are once established they should be left undisturbed and they will produce larger flower stalks year after year.

Lilium candidum, Lilium pardalinum, Lilium humboldti, should be planted early. Other lily bulbs ready November 15th.

LILUM CANDIDUM—THE MADONNA LILY

Lilium candidum—The Madonna Lily. One of the most lovely of the Lily family, and the earliest to bloom. The flowers, of which there are from three to twenty on a single stem, depending upon the size of the bulb and their culture, are snowy white, with deep yellow stamens, and are delightfully fragrant. The Madonna Lily will stand more sun than most of the varieties, and makes a beautiful combination with Delphinium, planted in the same bed. Plant them only two to three inches deep.

Large bulbs 25c each, \$2.50 per dozen
Mammoth bulbs 45c each, \$4.50 per dozen

LILUM CERNUUM

Lilium cernuum. A pretty little lily of the habit of *Lilium tenuifolium*, which it resembles except in color which is lilac pink. Splendid for cut flowers.

20c each, \$2.00 per dozen

LILUM TENUIFOLIUM. SIBERIAN CORAL LILY

Lilium tenuifolium. Siberian Coral Lily. This beautiful lily has won the admiration of all who have seen it. It is now being used by florists in baskets and decorations. It grows about two feet high with slender stems and clusters of dazzling scarlet flowers, with prettily revolute petals. Fine for the moist rock garden, fern bed or border. The bulbs are smaller in size than Japanese Lilies, but very easily grown.

Superior bulbs, 20c each, \$1.75 per dozen

LILUM REGALE. THE REGAL LILY

Lilium regale. The Regal Lily. This lily from Western China is one of the most beautiful garden lilies ever cultivated. It grows well in the ordinary garden soils and produces each succeeding spring a wonderful display of flowers on stems three to five feet high. The center of the flower is golden yellow, merging through the upper half of pure white. The reverse of the petals is chocolate red. There are often twelve to twenty flowers on one spike. They may be cut when the first flowers of the lower part of the spike begin to open and all of the buds will open perfectly. The flowers have the fragrance of Jasmine.

Extra large bulbs (8 to 9 inch) 25c each, \$2.50 per dozen
Mammoth bulbs (9 to 11 inch) 45c each, \$4.50 per dozen

LILUM ALBUM

Lilium album. The pure white Lily of Japan. Very beautiful, with turned back petals.

Mammoth bulbs (11 to 13 inch): 2 for 75c, \$3.75 per dozen
Large bulbs (8 to 9 inches): 20c each, \$2.00 per dozen

LILUM JAPONICUM

Lilium japonicum. (krameri). The Pink Japanese Lily. Grows about three feet high with clear pink flowers. Does not make as large bulbs as most varieties.

20c each, \$2.00 per dozen

LILUM AURATUM. GOLD BANDED LILY

Lilium auratum. Gold Banded Lily. Ivory white petals, lightly spotted with yellow and crimson with a band of golden yellow down the center of each. Stems four feet tall. One of the most beautiful Japanese Lilies.

Mammoth bulbs (11 to 13 inch) 45c each, \$4.50 per dozen
Large bulbs (8 to 9 inches): 25c each, \$2.50 per dozen

LILUM RUBRUM

Lilium rubrum. A favorite garden variety, also good as a cut flower. Rosy white, spotted and washed rich crimson, in clusters on stems three to four feet high. They keep for a week after cutting.

Mammoth bulbs (11 to 13 inch), 35c each, \$3.50 per dozen
Largs bulbs (8 to 9 inches): 20c each, \$2.00 per dozen

LILUM TIGRINUM SPLENDENS. TIGER LILY

Lilium tigrinum splendens. Tiger Lily. This is one of the most easily grown Lilies, and each succeeding year after planting you will reap a harvest of bright orange-red blossoms. These are regularly spotted with black. Very showy in the garden and wonderful for decoration.

Mammoth bulbs. (10 to 12 inch), 35c each, \$3.50 per dozen.
Largs bulbs (8 to 9 inches): 20c each, \$2.00 per dozen

LILUM GIGANTEUM. EASTER LILY

Lilium giganteum (Easter Lily). The popular forcing variety, pure white, excellent for pots or in the garden.

Largest size bulbs (9 to 10 inch) for more flowers, stronger stems and finer quality.

35c each, \$3.50 per dozen

NATIVE CALIFORNIA LILIES

Leopard Lily. (*Lilium pardalinum*). This is the beautiful Leopard Lily which grows in the canyons of the Coast range in California. It is one of the best of all Lilies for the garden and thrives in any good, well drained soil, mixed with leaf mold and sand. It should be given some shade and moisture. Plant the bulbs from five to seven inches deep.

The leafy stems grow from three to six feet high with many showy flowers of rich orange color with deeper centers and crimson spots.

These are lovely subjects to plant in fern beds, in perennial borders and under trees and no lily will give more satisfaction in the garden.

Price 20c each, \$2.00 per dozen

Lilium Humboldti. A native Tiger Lily of rare beauty. The stems are very long, from four to six feet high, holding aloft many large orange-red flowers spotted with maroon dots. They require a shaded location, with deep, rich, well drained soil supplied with plenty of moisture.

Price 45c each, \$4.50 per dozen

WINTER AND SPRING FLOWERING PLANTS

Our plants are all in active growth in pots—the convenient, safe way to transplant them to your garden to obtain uniform growth and a marvelous display of colorful flowers.

At much more expense to us than the ordinary way of handling plants, we have continued to grow our plants only from the finest, most costly seed of select strains, planting in scientifically prepared seed-beds, and transplanting into pots, using carefully blended soil and fertilizers so that every plant is perfectly developed with a vigorous root system which is undisturbed by delivery and trans-planting to your garden. **There is no checking of growth**, and if your beds are properly prepared, the development of every plant will be uniform. Not only do you obtain the advantage of healthy, even growth—you may select just the colors you want. Uncertain mixtures nearly always cause disappointment.

In spite of this greater cost to us, we have lowered the price of our annuals so that all of our customers may have the best of flowers in their garden.

PAUL J. HOWARD'S Fine Snapdragons (*Antirrhinum*)

Our strains of Snapdragons are exceptional in their splendid habit of growth and magnificent large flowers on well filled spikes.

MAJESTIC TYPE

A new semi-dwarf strain with exceptionally large flowers, unexcelled for bedding—height 18 to 24 inches.

Avalanche. Pure White.
Delight. Delicate salmon-pink.
Eldorado. Deep golden yellow.
Golden Dawn. Golden buff overlaid salmon.
Orange King. Rich terra cotta-orange.
Red Chief. Rich deep scarlet.
Rose Beauty. Rose-pink.
Rose Marie. Light salmon-rose.
Twilight. Rosy salmon.

GIANT FLOWERED TALL SNAPDRAGONS

An extremely robust growing strain reaching a height of 2½ to 3 feet, with mammoth spikes of bloom. This carefully selected strain we consider the best Snapdragons obtainable for cut-flowers and all around garden use.

Brilliant Rose. Rose-pink.
Fire King. Orange scarlet; white tube.
Golden King. Bright yellow.
Harmony. Terra cotta-orange shaded rose.
Queen Victoria. Pure snow-white.
Defiance. Bright scarlet.
Autumn Glow. Old rose shaded terra cotta.
Crimson King. Rich crimson.
Torchlight. Orange, yellow lip.
Coral Rose. A lovely shade.
Pink Domino. Soft rose-pink.

50c per dozen, \$3.50 per 100. Pot-grown

RUST-PROOF SNAPDRAGON PLANTS

By a process developed by a doctor from the University of California susceptibility to rust has been eliminated from these growing plants. See the flowering plants at "Flowerland." Very early and exceedingly floriferous, carrying from six to eight spikes to a plant. It is a joy to see these plants with their clean, healthy foliage free from rust.

Separate Colors: Bronze Shades, Purple Red Shades, Maroon Red Shades, Salmon Pink Shades, Ceylon Court Yellow, Appleblossom Pink, and Paul J. Howard's Special Mixture of all colors.

75c a dozen; \$5.00 per 100. Pot Grown.

PAUL J. HOWARD'S New Annual Canterbury Bell

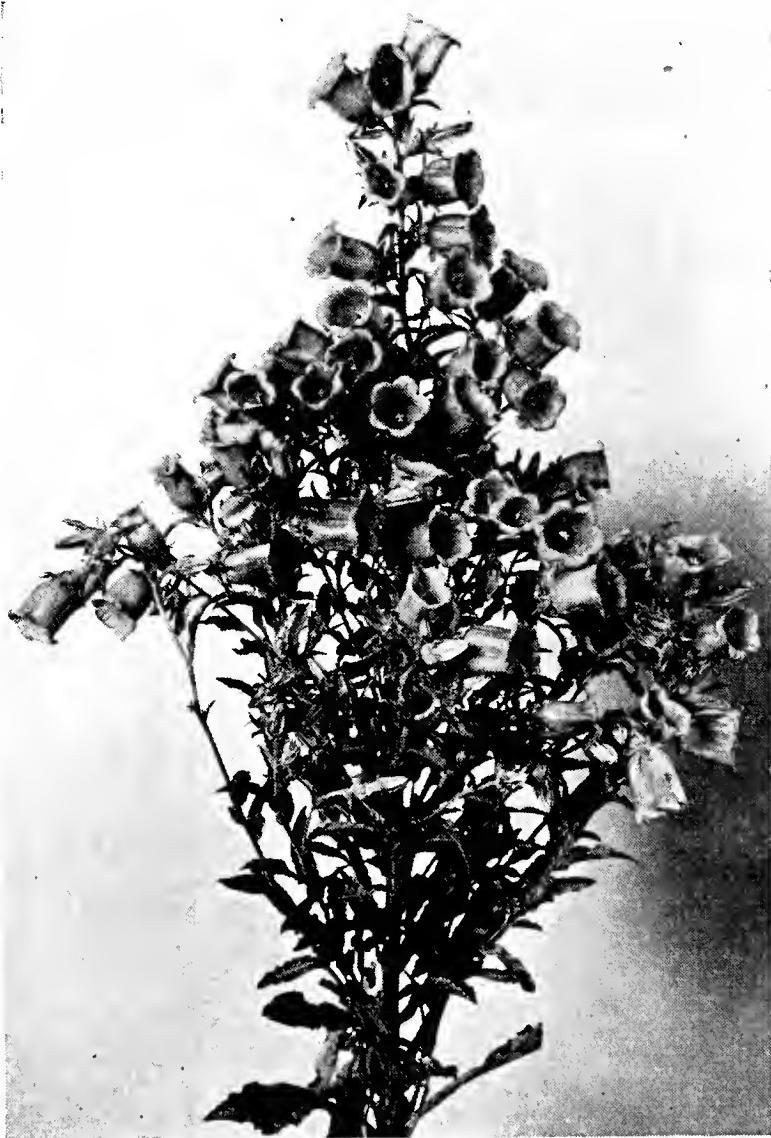
With this valuable new annual you should be able to have Canterbury Bells in bloom at almost any time of the year. It blooms six months from time of planting of seed, growing 2 to 2½ feet tall, with six to eight spikes of bells, flowering continuously if cut.

Mixed Colors containing light blue, dark blue, pink, rose, and white.

Angelus Bell. Beautiful deep rose.

Libebrty Bell. Intense violet-blue.

60c a dozen, \$4.00 per 100. Pot-grown



New Annual Canterbury Bell

PAUL J. HOWARD'S PRIZE-WINNING PANSIES



Flowers of such huge size and rich colorings that one gasps when he sees them. Paul J. Howard's Pansies, exhibited at various shows this spring were constantly surrounded by admiring groups exclaiming over their beauty and long stems. You may have these superb pansies in your own garden for the same amount of effort expended in growing ordinary ones.

Few flowers have so many distinct strains of types and such wide variations of size and color as do Pansies. Some strains are decidedly superior, and in our search for the finest grown, we have chosen the choicest seed from the leading American and European hybridizers. None of this seed is available in large enough quantity to distribute in packets, as it is from this seed that next season's crop is raised—thus in their constant improvement Paul J. Howard's Prize-Winning Pansies are always one year ahead—plants for customers who are seeking something definitely superior.

For early plantings, we will have young plants ready October 1. They may be planted from then till March or April—you may have plants in bloom or younger ones as you desire.

**Baskets of one dozen plants 50c;
Boxes of 100, \$3.50**

Calendula

(POT MARIGOLDS)

This is one of the most universal garden flowers and is the Marigold of Shakespeare's time. The old type of flowers have been materially improved and the flowers are larger and more double. They are extremely free-flowering and will thrive in any well drained garden soil. The varieties offered here are the choicest.

Orange King. Bright orange, dark eye.

Lemon Queen. Rich lemon yellow.

Balls Gold. Large, very double golden yellow.

Balls Supreme. Very large, flat flower, deep orange with dark brown center.

Campfire. Extremely large on very long stem, orange with a scarlet sheen.

Radio. A new type with prettily quilled petals of bright orange with a golden tip.

The Ball. Very large, bright orange with a lighter center.

Balls Apricot. A gorgeous new color in the large flowered calendula. Rich apricot with orange picoted edges. Strikingly beautiful.

50c per dozen, \$3.50 per 100 in Pots

NEW CHRYSANTHEMUM-FLOWERED CALENDULA

A new type, the very large flowers, with petals like a Japanese Chrysanthemum. Brilliant golden yellow in color.

50c per dozen; \$3.50 per 100. In Pots.

Godetia

This attractive annual deserves more extensive cultivation. The plants grow easily and bloom profusely, bearing showy flowers of a satiny texture in many rich and varied colors. These resemble to some extent a miniature tulip in formation.

50c per dozen; \$3.50 per 100. Pot grown.

Centaurea Cyanus

(CORNFLOWER)

Also called Bachelor Buttons. Color is a clear dark blue. Ready September 1st.

Two inch pot plants—Price 50c per dozen
\$3.50 per 100

Centaurea Imperialis

(ROYAL SWEET SULTAN)

Colors are rose, lavender, and yellow. Ready in the early fall. Two-inch pot plants.

Price 50c per dozen, \$3.50 per 100

PAUL J. HOWARD'S Prize Cinerarias

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place.

Paul J. Howard's Prize Tall. In addition to our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed.

Prize Dwarf. Lower growing than the above. Large flowering. Mixed.

Stellata and Cruenta Hybrids. Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background.

1.00 per dozen, \$7.50 per 100
Strong Plants in Pots

Schizanthus

A very pretty annual for bedding, cut flowers, or growing in pots. Flowers resemble miniature orchids and come in various shades of pink, rose, orchid, and white. Plant in full sun or partial shade.

Price 50c per dozen, \$3.50 per 100



PAUL J. HOWARD'S PRIZE Stocks

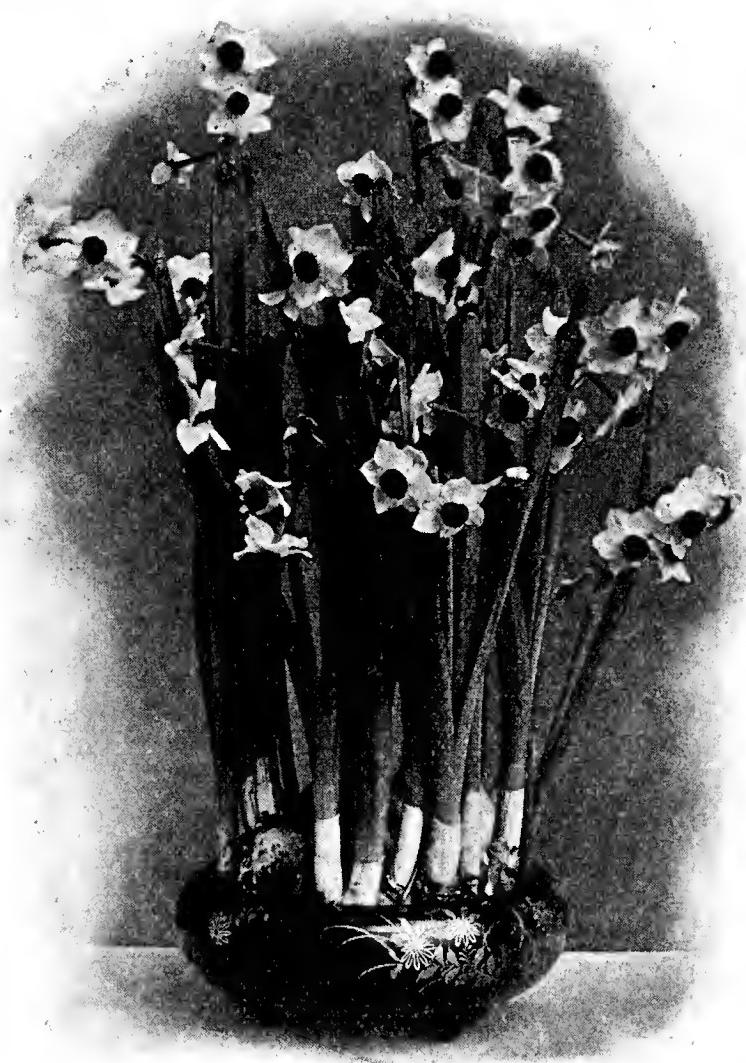
Noted for the high percentage of double blossoms which they produce, Paul J. Howard's Prize Stocks represent the highest selection of this most valuable of winter flowers.

Giant Imperial or Improved Bismarck. An especially desirable class for cut flower purposes producing robust plants, branching freely, with heavy spikes of large double flowers. **Antique Copper, Blood Red, Chamois Rose, Buttercup** (an improvement on Canary Yellow), **Dark Blue, Royal Purple, Golden Rose, Flesh Pink, Lavender, Lilac, Old Rose, Rose, Shasta** (a new, superior glistening white) or all colors mixed.

Beauty of Nice Stocks. A lovely strain of winter-flowering Stocks, with more graceful flower stems, and more compact habit, making them especially fine for bedding effects.

Aurora, cream tinted pink; Canary Yellow; Flesh; Light Blue; Blood Red; Old Rose; Rose Pink, (a very fine, clear color, not found in any other strain of stocks); **White, and Mixed.**

50c per dozen, \$3.50 per 100. In Pots



Chinese Sacred Lily

CHINESE SACRED LILY

This is the most popular bulb for growing in a dish or bowl of water. The bulbs should be placed on some coarse sand or pebbles in the bottom of a dish, and enough water should be added from time to time so that just the bottoms of the bulbs are kept covered. The dish should be kept in a cool and rather dark place for two or three weeks. As soon as the tops and roots are well started the dish can be brought to light and living room temperature, where they should come into bloom, brightening the room with their cheerful color and fragrance.

Price 20c each, \$2.00 per dozen

VISIT

The Permanent Exhibition of Flowers at "Flowerland"

Attractively laid out flower beds with walks and fountains have just been completed—here will be a continuous display of hundreds of varieties of flowers—a permanent exhibition to which you will want to come frequently to make selections for your own garden.

Two fascinating rockeries have also just been constructed to help you plan and plant, and select material for your own rock garden.

Truly, "Flowerland" is an inspiration to all who enjoy gardens and growing things.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 South La Brea Avenue

LOS ANGELES, CALIF.

FALL AND WINTER, 1934-5



PAUL J. HOWARD'S SWEET PEAS

EARLY WINTER FLOWERING

(Orchid Type)



A superior highly perfected strain of the Winter Spencer type, noted for the large size of its wavy blossoms, the extra number of flowers on each stem, longer stems, clearer colors and fragrance. Paul J. Howard's Orchid Type Sweet Peas are preferred by those who wish to grow the best.

	Packet	Ounce
ANNIE LAURIE. Richest tone of pure Pink25	\$1.00
AMERICAN BEAUTY. Rich crimson rose25	1.00
FASCINATION. Salmon Rose Pink.....	.25	.75
EILEEN. Rich Begonia Rose. (Choice Novelty)35	1.50
MAJESTIC ROSE. Rose Pink. Long Stems25	.75
EXPOSITION PINK. Gorgeous rich pink25	1.00
LADY GAY. Soft shrimp pink.....	.25	.75
CATTLEYA. Rich rosý lilac, waved and ruffled25	1.00
LAVANDA. Large clear pure lavender..	.25	1.00
SWEET LAVENDER. Pure lavender self.25	.75
BLUE BONNET. Best clear deep blue..	.25	.75
AMETHYST. Ropal Purple25	.75
AVIATOR. Dazzling crimson scarlet...	.25	.75
GRENADIER. Brightest scarlet25	.75
RED BIRD. Rich Crimson25	.75
SUSANNA. Rich carmine red25	.75
GLITTERS. Attractive cerise25	.75
VALENCIA. Bright orange25	.75
OTHELLO. Large flowering maroon....	.25	.75
HOPE. Mammoth pure white, (Black Seed)25	.75
WHITE HARMONY. Clear pure white, (Black Seed)25	.75

COLLECTION—ANY FIVE 25c PACKETS FOR \$1.00

One packet will plant 8 feet of row—One ounce, 35 feet of row.

**Paul J. Howard's Special Mixture of the above unsurpassed varieties, 25c per pkt., ounce, 75c
Mixture of above and other selected colors, 15c per pkt.; ounce 50c**

NEW RUST PROOF SNAPDRAGONS

(Antirrhinums)

This new RUST PROOF strain has stood the tests over a number of years and are better than 75% RUST PROOF. Very early flowering and exceedingly floriferous, and carry from six to eight spikes to a plant. It is a joy to see these plants with their clean, healthy foliage free from rust.

RUST PROOF. SHASTA. (Medium type). Pure White. 1,000 seeds ..	\$.50
RUST PROOF. CRIMSON. (Maximum type). Fiery Crimson. 1,000 seeds...	.50
RUST PROOF. P. J. HOWARD MIXTURE. Good range of popular colors. Packet of 1,000 seeds25

ORDER SHEET

Order Number

Paul J. Howard's Horticultural Establishment

**250 SOUTH LA BREA AVE., LOS ANGELES, CALIF.
TELEPHONE WHITNEY 1141**

TELEPHONE WHITNEY 1141

Date....., 193.....

SOLD TO

P. O. ADDRESS

CITY

STATE

Please Write or Print Plainly

Note: Above not
to be filled in by
customer

SHIP TO

ADDRESS

Please Fill in if Shipping Address Is Different From Mail Address

IF VARIETY ORDERED IS OUT OF STOCK, MAY WE SEND SUBSTITUTE?.....

Customers not having established charge account should send remittance with order. We do not ship plants C. O. D.

All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

QUANTITY	DESCRIPTION	PRICE	TOTAL
	AMOUNT BROUGHT FORWARD		
	Sales Tax		
	Postage.....		
	Total.....		

MESSAGE

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT.

Date..... 193.....

**Paul J. Howard's Horticultural Establishment
250 South La Brea Avenue
Los Angeles, California**

Gentlemen:

Kindly enter my name for my copy of your complete "Flowerland" Catalog for 1935, which will be ready for mailing about January 1, 1935.

Name (print).....

Address.....

A NEW FLOWERLAND CATALOG FOR 1935

will be ready for mailing about January 1 with complete listing, pictures and descriptions of Roses, Fruit Trees, Flower Seeds, Shrubs, Trees, Vines, Perennials and Annual Flowering Plants, Dahlias, Chrysanthemums, Tree Peonies, and including hundreds of our new introductions.

If you wish a copy of this beautiful Horticultural Catalog fill out and mail the attached card — no postage required.

FIRST CLASS
PERMIT No. 9043
Sec. 510, P. L. & R.
LOS ANGELES, CALIF.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

2c.--POSTAGE WILL BE PAID BY—

PAUL J. HOWARD'S
HORTICULTURAL ESTABLISHMENT
250 South La Brea Ave.
LOS ANGELES, CALIF.

INDEX

A	I	R
Agapanthus 16	Glory of the Sun 15	Peruvian Daffodil 17
Alstroemeria 16	Godezia 22	Peruvian Hyacinth 17
Amaryllis 16	Grape Hyacinth 4	
Anemone 13	Guernsey Lily 17	
Antholyza 14		
Antirrhinum 21, 24	I	
Aristea 17	Iris 18	
	Iris (Spanish or Dutch) 15	
	Ixia 15	
B		
Babiana 14	H	
Baby Gladiolus 14	Hemerocallis 16	
Bachelor's Button 22	Hyacinth 5	
C	J	S
Caladium 16	Jacobaean Lily 17	Scarborough Lily 17
Calendula 22	Jonquil 10	Schizanthus 22
Calla 16		Scilla 5, 17
Canterbury Bell 21	L	Snapdragon 21, 24
Centaurea 22	Leucocoryne 15	Snowdrop 4
Chincheringchee 17	Leucojum 15	Snowflake 15
Chinese Sacred Lily 23	Lilium 20	Sparaxis 13
Chlidanthus 17	Lily 20	Spider Lily 17
Cineraria 22	Lily of the Incas 16	Sprekelia 17
Clivia 16	Lily of the Nile 16	Squill 5
Cornflower 22		Star of Bethlehem 17
Crocus 4	M	Stocks 23
	Marigold 22	Streptanthera 14
D	Montbretia 16	Sweet Peas 24
Daffodil 7-11	Muscati 4	Sweet Sultans 22
Day Lily 16		
		T
		Tiger Flower 17
E	N	Tigridia 17
Elephant's Ear 16	Narcissus 6-11	Tritonia 13
	Nerine 17	Tuberose 17
		Tulip 1-4
F	O	
Fairy Lily 14	Ornithogalum 17	V
Freesia 14		Vallota 17
	P	Veltheimia 17
G	Pancratium 17	
Gladiolus 14, 19	Pansy 22	W
		Watsonia 13, 14
		Z
		Zephyranthes 14

Please Observe When Ordering

DO NOT FORGET 2½% SALES TAX which must be added to every order except shipments out of California.

HOW TO ORDER:

Write plainly your name, town, and state, giving street numbers or post office when expedient.

TERMS:

All prices in catalogue are F. O. B. Los Angeles. Seeds will be sent prepaid at catalog prices.

NOTE: In ordering bulbs shipped by Parcel Post, please enclose additional postage at the following rate, unless listed postpaid: 10c for a dozen bulbs, 20c for fifty bulbs, and 30c for 100 bulbs.

All plants are shipped Express collect, and all orders must be cash. No plants will be sent C. O. D. Remit in any safe way—Post Office Money Order, Express Order or personal check on local banks are best. Postage Stamps will be accepted in amounts up to one dollar.

In applying prices, not less than six will be sold at the dozen rate, fifty at the hundred rate, or 500 at the 1000 rate. All goods travel at purchaser's risk and at purchaser's expense unless otherwise listed.

NON-WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs, or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be returned.

FILLING ORDERS:

All orders are filled promptly, usually on the day of receipt.

In ordering, please state whether substitution will be permitted as we feel at liberty, when no instructions accompany the order, to replace any variety out of stock with others as nearly similar as possible. When a certain variety is selected which we feel not suited to the customer's locality, or when a variety has been superseded by another which is superior, we also feel at liberty to substitute.

Fine Flower Seeds

The best California - grown seeds and novelties and outstanding strains—creations of world - renowned hybridists.

Roses

A wonderful gathering of the choicest varieties from the world's leading producers — from England, France, Germany, Ireland, Australia, Spain, and America's own great Rosarians, California-grown for greater vigor and health.

Fruit Trees

From tropic and temperate climes.

Rare Flowering Vines

Flowering Trees and Shrubs

From all the world for planting in Southwest gardens.

Perennial Flowering Plants

An unduplicated list of fine things from world-wide sources. You will not want to miss this complete "Flowerland" Catalog for 1935. Ready for mailing about January 1.

**Paul J Howard's
Horticultural Establishment
250 So LaBrea Ave Los Angeles Calif.**

TELEPHONE WHITNEY 1141